



MULTIPLY 417

Passion: The Bridge between People and Purpose

Development Skills - The Phone 6 simple reminders

Hey

I was recently doing a training for a group of ministry staff, and we were working on phone call skills. In a moment of humorous antiquity (or just old age forgetfulness), I motioned my arm in such a manner as to suggest I was grabbing a phone receiver from the wall...LOL.

As I caught myself, I looked at the lost faces of each of my students and of course then had to explain that phones (in the good old days) use to attach to the wall. I didn't even bother with trying to explain the rotary dial part because that would have surely would sent them into seizures.

Yes, the usage of phones for everything in our lives has radically changed.

None of these changes is more significant than the fact that certain generations abhor the phone (well at least for making a phone call), while others still use the medium in a substantial way.

So in talking about phone skill tips my first suggestion is stay balanced. The phone is still a very valuable tool for some of the audiences you must connect with, so don't ignore the skills necessary to use it well.

But at the same time, you need to be aggressively exploring and implementing new communication technology for an audience of partners and potential partners who may NEVER actually talk to you on the phone. Texting, social media, and dedicated messaging platform or channels (DMP's – DMC's), are all possibilities you need to understand and be ready to use (if you aren't already). For more of those ideas give me a call, uh well, or text me. LOL.

But back to the phone and some technique/skill reminders.

Point #1 Don't call between dinner time which used to be 6-8 PM

This is an age-old rule for phone "salespeople". Honestly uncertain how big an audience it's still relevant for. But since that would be a guessing game, I'd rather be safe than sorry. Perhaps more pertinent and coming from the same genre, when you do call, regardless of the time or day of the week, be very aware and listen for how they sound or the sounds going on in their environment

You can't always tell, but sometimes you can clearly pick up on clues that let you know, NOW is not the time. For example...immediately sound frustrated, answer with too much volume, shouting or crying in the background. being disrupted by little voices, you can sense they have been crying. Now those calls may all turn into a great ministry opportunity, but they most likely are not a great fundraising call opportunity. Your

mindfulness and conscientiousness about their schedule and or emotional space will be beneficial to you and them in the long run.

Point #2 Don't call before 9 am

Same as above. Be smart. If you know Rick Fritzeimer, you can call me pretty early in the morning. But to a somewhat unknown potential partner. Nah!

Point #3 Identity yourself quickly and clearly

"Hi, this is Rick with Multiply 417".

Whatever association or connection you can give them as quickly as possible, it ensures you give them what they really need...ease of mind. If you are going to effectively engage them on the phone and especially if you are going to be presenting them with some kind of call to action, you've got to help them too not be nervous or anxious. Anxiety is the breeding ground for the word NO!

Point #4 Get to the point, now. I'm not suggesting there isn't room, sometimes for just a bit of small talk, but instead of 10 minutes in a appointment you are talking, MAYBE, 1 minute.

The general hesitancy to use the phone is widespread, even more so with Millennials and Gen-Z where 81% of them actually report feelings of anxiety just because they are on the phone.

I'm making this number up, but I'm going to tell you that 99% of the time you will never be able to walk them through a full content explanation of your ministry, a story, what the need is, and how you want to meet it with their partnership. That's why a phone call is never actually an ask but rather a supporting activity for an ask, either before, setting up the ask appointment, or after, following up the appointment to finalize their decision, commitment.

Point #5 P.S. - in a phone call?

That's right a good phone call skill utilizes a P.S. "Hey, Mr. Fritzeimer, thanks again for reading my letter and chatting with me today. Just to reconfirm, we are going to meet this Friday at Ruth Chris Steakhouse, 12:30 PM." LOL Well, okay, Denny's

Point #6 - After the call

Thank and confirm again what was decided on the phone call. Here's a further chance to communicate with different channels per generational preferences. Text them if >40, email them if <40- >60, send them postcard if <60. Obviously, these are generalizations, but you get the main point...confirm again.

Passionately,

Rick

P.S. Have a question or development topic you'd like to read about? Just let me know. I spend approximately 6 hours each week in reading and research on the latest and most relevant of development issues. I'd love to hunt down some answers for you if that's what's needed. Please [contact me or email me.](#)



www.multiply417.com
(209) 541-5720
rjf@multiply417.com

Multiply 417 | 1812 Legend Dr, Modesto, CA 95357

[Unsubscribe \[rjf@multiply417.com\]\(mailto:rjf@multiply417.com\)](#)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by rjf@multiply417.com in collaboration
with



Try email marketing for free today!