



## How to acknowledge on the telephone

### The problem

If you ask someone at the beginning of a telephone conversation if they have time to speak, they will probably say no (i.e. they have had no 'interest' generated). So the point at which to ask if they have time to continue the conversation is 'interest' has been generated. Traditional wisdom says that you 'generate interest' at the start by making a 'punchy benefit statement'. I find them usually sound pretty naff and like a trick, so I've an alternative. To get someone to spend the next few minutes talking, you simply acknowledge them right at the beginning of the conversation. Once you've done that then you can get their agreement to continue the conversation (immediately or at an agreed time).



### The idea

We sense that we've been acknowledged when we hear from another that they have been 'thinking' of us. Notice the glow or small pleasure we get when we hear someone (even a relative stranger) say, 'I was thinking of you the other day'. In the late 1990's there was a great Royal Mail advert where people would receive a letter/postcard and on would be written 'I saw this and thought of you!'. Whilst the phrase existed long before the advertisement, the phrase is now associated with the Royal Mail because it touched an emotion by reminding us of what it feels like to be acknowledged.

*continued . . .*



So here are some telephone conversation starters using acknowledgement.

*I read about you in the. . .recently*

*I read about your organisation in the. . .the other day*

*I noticed in the. . .recently that you are/have/achieved/believe . . .*

*I came across. . .recently and I thought of you because . . .*

*I have so wanted to speak with you.*

*I am so glad that I have got hold of you.*

*I noticed in/on. . .that your organisation is now. . .and I thought of you. . .*

*I noticed in/on. . .that your organisation is now. . .and I thought*

*- I must talk to the person who really. . .this!*

*Whilst researching yesterday. . .I came across your name and realised that you were probably exactly the right person to talk to...*

Obviously there are many variations but the essence is to get over to the listener that for a brief time that they are special to you and it has triggered you to want to talk to them as soon as possible.

Phrase sequence	Specific item
<i>Good morning/ afternoon, my name is. . .</i>	First and Surname and Company name only
<i>I read/ noticed the other day in. . .</i>	Your source of information
<i>. . .and I felt I had to ring you because we/ my company. . .</i>	Your company name
<i>produce / offer a service that provides companies/ people like. . .</i>	Their company/ position
<i>. . .the opportunity to. . .</i>	Benefit
<i>Just a quick question, do you think that this type of benefit <u>could</u> be appropriate for your organisation?</i>	Wait for a 'yes or 'no'
<i>I do appreciate it was probably the last thing on your mind, but can you spare a couple of minutes now to explore possible relevance to. . .</i>	Their company/ position
	Wait for a 'yes' or 'no'
. . .	Appropriate response
<i>Do you mind if I start by giving you a bit of a spanish inquisition?</i>	Situation question