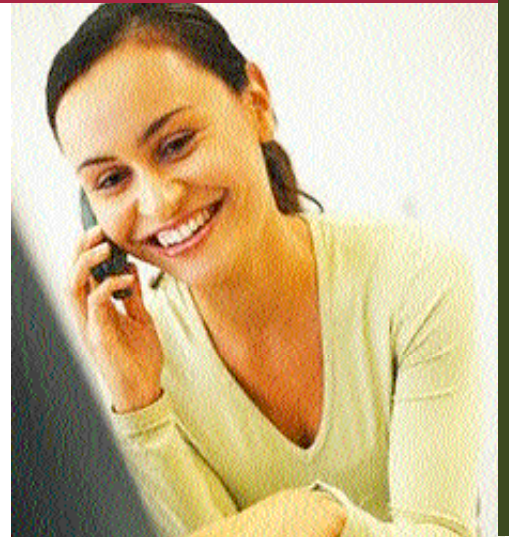


PREPARING FOR AN IMPORTANT CALL

Gute Vorbereitung ist ein Schlüssel zum Erfolg — auch bei wichtigen Telefonaten. KEN TAYLOR sagt Ihnen, wie Sie dabei richtig vorgehen.

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You don't want to sound nervous or disorganized when you are making an important telephone call in English. This means you should take time to prepare. There are five key things to think about:

1. Your purpose

Why are you making the call? **Write down the main purpose of the telephone call in English.** Maybe there is more than one reason. If so, write down the others as well. You can use these notes as part of your opening when you actually make the call. Here's an example: "The reason I'm calling is to get some feedback from the Singapore regional office on our new internal leadership programme. I also want to arrange a video conference with the Singapore management team to discuss changes and dates for two new programmes in the second half of the year."

Establishing goals helps you to focus on the task at hand. It also helps the person on the other end of the line to focus.

2. Your action plan

What should happen after you have finished the call? Are there any specific actions that should be carried out? If so, what, when and by whom?

Action plan:

- I will e-mail an evaluation form to all participants.
- The form should be returned by the end of the month.
- I will send the results to the office in Amsterdam by the 15th of next month.

Have your purpose notes and your action-plan notes in front of you during the call so you won't forget anything important.

3. Your partner

Who are you going to talk to? What is he or she like? What might be the best way to talk to him or her? If you don't know your partners personally, do some

homework and try to get a picture of their style of doing business. Maybe you have colleagues or other clients who know them. Think:

What questions might they ask?

What objections might they have to my proposals?

What are the key arguments that I can use?

4. Your papers

Besides your purpose and action-plan notes, what other documents might you need? Have them close at hand together with your pencil and notepad. **Sometimes you might need to make a note during the call.** Tell your partner that is what you are doing. That way he or she won't get angry or worried by a period of silence as you write something down.

5. Your English

Do the preparation for the call in English. This shows you what vocabulary and phrases you are missing and gives you the chance to look them up. Make a note of some of these words and phrases and practise saying them aloud. Say your opening sentences a few times aloud, too. Practise until you feel comfortable with what you are saying and with how you sound.

Now you are ready to make the call. Once you feel comfortable with your preparation, pick up the phone. Don't delay. The longer you wait, the less impact your preparation will have on the success of the call. Remember what the success guru Anthony Robbins says: "Action is the foundational key to all success." So act now, not later.

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| Anthony Robbins [ænθəni 'rɒbɪnz] | %o page 58 |
| consultancy [kən'sʌltənsɪ] | Beratungsunternehmen |
| evaluation form [ɪ,vælju'eɪʃən fɔ:m] | Beurteilungsbogen |
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| impact ['ɪmpækt] | (Aus-)Wirkung(en) |
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| objection [əb'dʒekʃən] | Einwand |
| opening ['əʊpənɪŋ] | einleitende Bemerkung(en) |
| participant [pɑ:'tɪsɪpənt] | Teilnehmer(in) |
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