

## Monotone is Not a Musical Instrument

One of the ways that we're judged is by the sincerity in our voice as we speak. When you're talking to a customer and you're thanking them for their business, or thanking them for coming in, make sure that you're injecting sincerity into your voice. Have you ever made a store purchase where the cashier handed you the bag and your change, then said "Thank you" in a weak monotone indifferent manner? Did you feel like they really meant it, or did they do it because it was mandated in the policy manual? You should be sincere when thanking all customers for their business, because if they stop coming in, you may not have a job.

The quality of your voice is absolutely crucial in sending the message that you truly care. You may see or talk on the phone to a hundred or more customers per day, but it may be the first time they've seen or talked to you, so don't get caught up in the sometimes lethargic behavior that results from repetition. Make sure that you're trying to inject individualized personalized service into each customer interaction by the voice that you use. Whether or not you're using the customer's name, thanking them, or asking if there is anything else you can do for them today, make sure that your voice sends the perception of sincerity.

When talking on the telephone, it is especially critical to have a friendly voice, because that is all we have to listen to. I recommend that you smile before speaking into the telephone, because we can hear the difference in your voice quality. I perform consulting and training services for people who work in call centers. In one call center, we put small mirrors up on the computer screens, so before they answered each call, we asked them to look in the mirror, smile, then answer the phone. The customers perception of the employees changed dramatically, because the smile not only made them sound friendlier, but it has been proven that smiling also releases endorphins into the brain, which make employees feel better and enjoy their work more.

If smiling and being sincere can make the customer feel better and the employees feel better, then it is a win-win. People don't care how much you know until they know how much you care. And sincerity tells them how much you truly care.