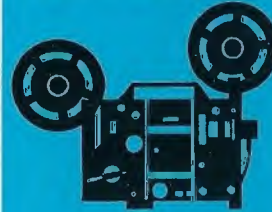




VALUE  
COURTESY  
STRATEGY  
PERSONALITY



ORGANISATION  
OPERATING  
MANAGING  
SALES



## THIS BUSINESS OF COMMUNICATIONS...

In nearly all cases the telephone service is the front door of business. Careless or discourteous handling of a telephone call can try the patience of the most even tempered person or, in extreme cases, cause the loss of a customer.

The operator is often blamed for difficulties which, under close scrutiny, are found to be caused by members of the firm who are slow to answer their telephones, who leave their telephones and cannot be located by a frantic operator, or who speak abruptly or with complete lack of sincerity or interest to their callers.

Outgoing calls are treated with the same lack of respect for others and result in similar delays which cost time, money and even business.

Management is sometimes to blame for these problems through failure to clearly define the firm's policy on telephone usage to its operator and to the staff generally.

Communications require careful handling and the Post Office can help in many ways. Why not take advantage of this free offer?

### WHERE TO CALL FOR FURTHER INFORMATION

#### Capital Cities

write to: Assistant Director Telecommunications  
(Service Advisory Section)  
G.P.O.

or phone: Sydney 25 4476 or 259 0011 Ext. 273  
Melbourne 62 3411 Perth 23 7536  
Adelaide 87 7424 Hobart 20 8443  
Brisbane 20 9272

#### Provincial Centres

Contact your local District Telephone Manager

## SERVICE ADVISERS

The Post Office has skilled staff who will be pleased to assist you, free of charge, in any matter affecting the operation of your telecommunications services. Briefly, Service Advisers can:

Analyse and discuss the telephone service of your company including the performance of the switchboard operator, the general approach of the extension users to the telephone service, company policies, any difficulties of an operational nature and the best ways of taking advantage of the various services available to the telephone user. In fact, any of the many aspects of conducting business efficiently by telephone.

Demonstrate to extension users the correct methods of making, receiving and transferring calls.

Train existing and new operators on any of the numerous types of switchboards.

Train selected personnel as relief operators so that experienced staff is always available to relieve the regular operator.

Advise on operating difficulties.

## TELEX

For those with Telex, or awaiting the installation of Telex, there is a complete Advisory and Training Service.

A skilled Telex Instructor gives new operators a complete course in Telex operating. Relief operators are also trained.

As in the telephone field, Service Advisers are always available to visit customers' premises to discuss Telex Communication problems with both management and operator.

## TALKS — On Telephone Technique and Management:

Experienced speakers will be provided on request to talk to groups in business organisations on various aspects of telephone service. With the help and guidance of speakers and film projectionists from the Post Office, campaigns can be conducted to cover aspects such as telephone usage, management of the service by those in control and implementation of a company's telecommunication policy. In addition, talks are given to groups such as Rotary, Lions, Chambers of Commerce, Apex, etc.

## FILMS

A number of films are available for screening including:

### Heaven Help Us

A Post Office film demonstrating both good and bad telephone usage under Australian conditions. This is a full colour, quality production which is both entertaining and instructive.

(Running time 20 minutes)

### A Manner of Speaking

An American production featuring leading Hollywood actors, illustrating the confusion that can arise in an organisation with poor telephone techniques.

(Running time 27 minutes)

### The Invisible Diplomat

Another American production which shows how poor telephone techniques lost a firm a large and important order.

(Running time 20 minutes)

### For Immediate Action

Illustrates the importance of answering telephone calls promptly.

(Running time 17 minutes)

### If an Elephant Answers

A film illustrating the importance of remembering to use proper telephone techniques in the business situation.

(Running time 27 minutes.)

### Be Telexpert

A British film describing the use that can be made of the telex service.

(Running time 23 minutes.)

It is desirable that a Post Office Speaker should attend each screening of "A Manner of Speaking" and "The Invisible Diplomat" and essential in the case of "Heaven Help Us" which is designed to be supplemented by a talk and/or discussion session.

## PUBLICATIONS

These include:

### Telephone Strategy for Sales Management

An aid to management and sales people. It shows how organised use of the telephone can improve relationships in the business world and enhance your sales projects.

## How to Impress Customers with only your Voice

This booklet is designed to inform users of telephones in business offices of desirable techniques in dealing with customers by telephone, particularly on incoming calls.

### Quick as a Wink

An informative brochure giving the answers to frequently asked questions on S.T.D.

### Obtain the Greatest Value from Business Telephones

The telephone is a front door of the business world and the company image can suffer if callers do not receive courteous, efficient telephone service. Shows how polished telephone techniques add to Company prestige and efficiency.

### An Open Letter to Telephone Users in Business Organisations

If you are the person with an extension or direct telephone on your desk your telephone technique can act as a magnet to business and promote expansion. A pamphlet giving useful hints to the extension user.

### Managing your Telephone Switchboard

Designed as an aid for your switchboard operators. A comprehensive booklet to help them become skilled in telephone techniques and telephone manners. A must for all switchboard operators—beginners or otherwise.

### Your Voice is Your Livelihood

A booklet also for the switchboard operator but dealing mainly with the characteristics of a good telephone voice.

### Your Telephone Voice and Personality

The telephone is a method of PERSONAL communication with certain unique advantages that are very desirable and can be quite productive. This booklet for all telephone users advises how to project your voice and personality by telephone.

### I've no Troubles with Switchboard Operating

Bad habits creep up on even the best telephone operators. A reminder pamphlet on the basic principles of how switchboard operators can HELP callers.

### Telephone Courtesy Pays Off

A handy card for all telephone users. Illustrates the main points which enable you to keep the caller happy and improve relations.

### Are you a Telephone Saint or Sinner

A quiz to obtain your own "Telephone Courtesy Quotient". See yourself as others hear you. The Golden Rule—Telephone as you would be telephoned to.

### Incoming and Outgoing S.T.D. Calls

Points to remember when answering incoming S.T.D. calls. Helpful hints to obtain the full advantage of S.T.D. and save money for your organisation.

### S.T.D. Save Time and Money

A pamphlet designed primarily for assistance to the person receiving the call who has little experience of S.T.D. One version for the switchboard operator and another for the extension user.