

英汉对照管理袖珍手册

电话语言

本书中的各种技巧与
工具将使你成为“超级电
话用户”

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“我会找出耗时因素,并消灭它们。”
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YOU AS THE CALLER

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YOU AS A RAPPORT BUILDER

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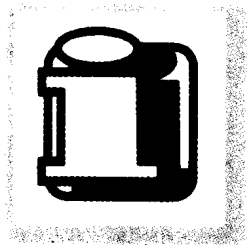
Ways to alienate, ways to build and use rapport



YOU AS A SUPER-USER

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The Super-User's Oath: "I will be in charge and make the phone work for me. I will seek out time-eaters and destroy them. I will use Super-User control techniques at all times."



INTRODUCTION

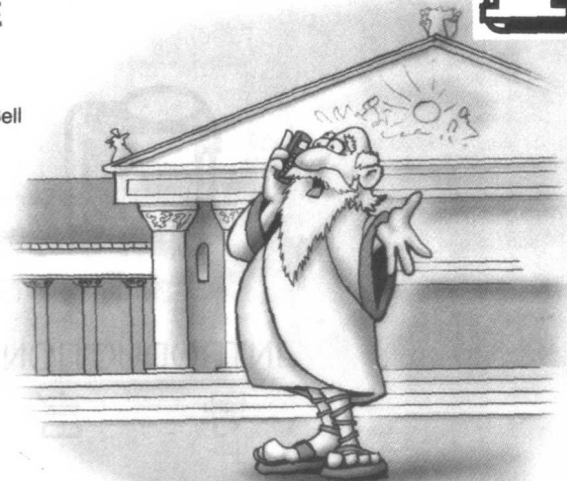
導 言

INTRODUCTION

THE TELEPHONE

In 1876 Alexander Graham Bell demonstrated and patented the telephone.

Well over 100 years later the telephone is still evolving and continues to revolutionise the way we communicate.



'Tele' from the Greek 'afar, far off'; 'phone' from the Greek 'sound, voice'.

导言 电话



1876 年亚历山大·格雷厄姆·贝尔发明了电话,并申请了专利。

整整 100 多年后,电话仍在不断改进,并不断在变革着我们联络的方式。

电话 (telephone) 中的
“Tele”来自希腊语中的“afar,
far off”(遥远的,在远处);
“phone”来自于希腊语的“sound,
voice”(响声,声音)。



INTRODUCTION

IT'S THE WAY TO DO BUSINESS



Today the business world revolves around personal service and globalisation. As a result, the telephone has become **the** way to do business. And, of course, this brings us lots of benefits.



导言

电话是开展业务的好途径



今天,工商界是围绕个人服务及全球化开展业务的。因此,电话就成了开展业务的好途径。这当然为我们带来了诸多好处。



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INTRODUCTION

THE GOOD NEWS



- A competitive business environment means that the telephone is an increasingly cost-effective way to communicate
- Market demands are resulting in a broader range of telephone services
- You can work where it's convenient – at home, on the train, in the plane
- You can access more people and more information more readily than ever before
- You can purchase almost anything over the phone – insurance, holidays, CDs, you name it...
- You can do business 24 hours a day, seven days a week

导言

有利的一面



- 竞争力强的企业环境意味着电话是一个越来越划算的联络方式
- 市场需求使电话服务的范围日益扩大
- 什么地方方便就可在什么地方工作——在家里,在火车上,在飞机上
- 比以往接触的人更多,获得的信息量更大,而且更快捷
- 可以打电话购买差不多任何东西——保险、假期、CD,什么都能买
- 可以每天 24 小时、每周 7 天不停地做事

INTRODUCTION

THE GOOD NEWS



People are increasingly willing to do business by phone:

- ✓ It's more convenient
- ✓ It's quicker
- ✓ It's easier
- ✓ It saves time
- ✓ It saves money

Good for the customer. Good for business.

HOWEVER...



导言

有利的一面



人们越来越钟情于打电话开展业务：

- ✓ 更方便
- ✓ 更迅速
- ✓ 更便捷
- ✓ 省时间
- ✓ 少花钱

对顾客大有好处。对业务大有好处。

但是……



INTRODUCTION

THE BAD NEWS



In a single year ...

18,200,000

... customers were lost because
of poor telephone service.



导言

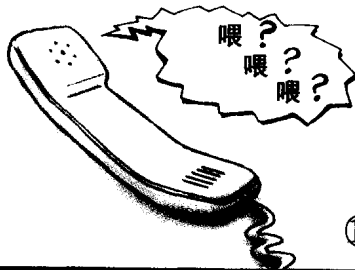
不利的一面



仅一年中,就会失去……

18,200,000

……个客户,原因是电话服务质量差。



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