



## Phone & E-mail Etiquette

### 3 Essential Techniques

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1. **Use good manners.** Build proper etiquette into your phrasing and training — always say “May I ...,” “Please ...,” and “Thank you ...”
2. **Use the customer’s name.** Start with Mr., Mrs., or Ms. — never assume it’s okay to use the customer’s first name.
3. **Re-read your e-mail message** *before* hitting the “SEND” button.
  - Consider the tone — remember the customer cannot see or hear you
  - Avoid all caps — it reads as though you’re yelling
  - Create a professional look — although often thought of as informal, e-mail **is** a formal, permanent communication
  - Choose words and phrases that will not be misunderstood or misconstrued
  - Proofread and re-read for grammatical errors — you represent your company’s image in all correspondence
  - Include a greeting and a proper closure with contact information for additional questions and/or information

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