



**IFIC BANK LIMITED
TRAINING & RESEARCH DIVISION
HEAD OFFICE, DHAKA**

01. Exploring full potentials of shipbuilding industry

As the trend suggests, contribution by the Shipbuilding sector would comprise 3.0 to 4.0 per cent of Gross domestic product (GDP) by 2015. The optimistic projection puts the export earning by the export at about \$2.0 billion in the near future. It noted that the ship building industry in India had grown from Rs 10.17 billion in 2002 to Rs 36.57 billion in 2007 as a result of government support over those five years, with sales increasing to Rs 52.83 billion in 2008. The government has already granted the industry a partial green channel status. In terms of the current provisions, no customs duties are payable on imports of raw materials and components for use in shipbuilding. However, granting full green channel status to export-oriented shipbuilders will not place any additional burden on the government. It will, however, save the industry 0.9 per cent of the contract value. Following the global economic recession, traditional shipbuilding countries are becoming reluctant to build small ships (weighing less than 2,500 dead-weight tonne). This has had consequently opened a new window of export opportunity for Bangladesh. Bangladesh has advantages like cheap labor, a presence of nearly 1, 00,000 skilled and semiskilled workers and industry-related educational and training institutes. A long history of maritime activity and a favorable geographical location also placed the country at a favorable position, with about 200 shipyards and workshops to cater to the domestic needs for water vessels. India is providing 30 per cent financial subsidy on ship building industry while Vietnam is providing 40 per cent. Bangladesh can easily turn itself into a ship exporting country from present ship breaking one by giving due attention to the industry.

The Financial Express: 01.10.09

02. SEC brings some changes in margin rules

Securities & Exchange Commission on 01.10.2009 brought some changes in margin rules, in a move to protect the investors' interest and to bring down share prices of the fundamentally weak but overvalued stocks. The loan is secured with securities owned by the client. The newly listed companies and the companies which are upgraded or downgraded from one category to another will not be eligible for the margin loans up to 30 trading days from the date of its debut trading day or the date of change in category. After circulation of the notification regarding the new margin rules, the worst performing Z-category shares and the shares of companies, which failed to submit annual reports within the stipulated time, will not be treated as the marginable securities. Under the existing margin rules, an investor is now entitled to get loans from their brokerage house or merchant bank at a margin 150 percent against amount they deposited to them (brokerage house or merchant bank). SEC has also decided that the banks will have to transform their merchant banking wings into a separate entity. In another decision, the commission has decided to send the trade-suspended stocks (48 issues at present) to the recently introduced OTC (Over-The-Counter) market.

The Financial Express: 02.10.09

03. UCB, 50 others marked for OTC trade

United Commercial Bank Limited (UCB) and 50 other companies have been taken off the main board of Dhaka Stock Exchange and these securities will trade on the over-the-counter (OTC) market. Trading of the companies -- mostly junk -- has been suspended either by the market regulator or the bourse management. The Securities and Exchange Commission on 01.10.2009 directed the DSE to put the companies with suspended trading on the OTC market, a separate trading floor for trading of the junk shares introduced on the DSE on September 6. UCB has remained in the Z category for years over its failure to hold annual general meetings and declare dividends because of internal conflicts among the bank's sponsor directors. A case over the dispute is now pending with the court. UCB shares skyrocketed and nose-dived now and then on rumours of settlement of the case. Dhaka and Chittagong bourses in consultation with the SEC have suspended its trading for about two years. "The commission has ordered the DSE to transfer the UCB trading to the OTC market from main board to create a pressure on the conflicting sponsors/directors to reach a consensus," said a senior SEC official.

The Daily Star: 05.10.2009

04. BB relaxes grip on forward sales to add impetus to foreign exchange market

The central bank of Bangladesh has relaxed a regulation allowing commercial banks to engage in forward dealing of foreign exchange freely to add an impetus to the country's foreign Exchange market activities. The new regulation has empowered foreign exchange dealer banks to deal with forward trade in foreign exchange without any restriction. The Bangladesh Bank issued a circular in this connection on 04.10.2009 asking the commercial banks to follow the new regulation in transaction of foreign exchange through forward deals. The central bank earlier on January 4, 2005 imposed a restriction on forward sales to minimize pressure on the country's inter bank foreign exchange market. The restriction required the dealer banks to cover at least 50 per cent of their forward sales by forward purchase with the rest covered by inter bank buy-deals and purchases against export bills. The central bank took the move against the backdrop of an increasing flow of foreign exchange into the market because of the recent downward trend of opening letters of credit for imports. The Financial Express: 05.10.09

05. Banks asked for progress report on farm loan

The central bank has directed the scheduled banks concerned to submit progress report on disbursement of farm loan every month with the first one on November 15. Bangladesh Bank asked for this report to make it sure that farmers get adequate bank loans when they really need it, Earlier, the BB formed a three-tier monitoring cell to watch over the disbursement of agriculture loans. Such loan disbursement began on October 1, prior to the Boro season, aimed at boosting the country's agriculture sector, revitalizing the rural economy and achieving food security. The government in the national budget for the current 2009- 10 fiscal year allocated Tk 11,500 crore--the highest-ever loan to the sector. The loan facility will cover all major sub-sectors of the agro industries, including crop production, fisheries, livestock and poultry farming. The Daily Star: 05.10.2009

06. DSE to revise blue-chip index by yr-end

DSE-30, the proposed index of the blue-chip shares of Dhaka Stock Exchange and a sector-wise index comprising 16 sectors will be launched by the end of the year. The prime bourse of the country will also arrange a programme on the occasion where top 30 companies will be awarded. The DSE has formed a committee, led by former finance adviser AB Mirza Azizul Islam on fixing the criteria of top 30 listed companies. The revised index of the blue-chip shares included 10 more listed companies in addition to the existing 20. DSE-30 will reflect the price movement of the top companies in a more accurate way while the sector-wise index will help investors take proper investment decisions quickly. The DSE-30 will include new companies from IT, insurance and service sectors for the first time since the inception of DSE-20 from January 1,2001. Meanwhile, DSE has also completed sector-wise index comprising 16 sectors. The sectors are bank, investment, fuel & power, food, engineering, cement, insurance, IT, jute, paper & printing, ceramic, tannery, pharmaceutical, textile, service & real estate and miscellaneous

The Financial Express: 09.10.09

07. Bank of England keeps interest rate at 0.5pc

The Bank of England is holding its key lending rate at a record low level of 0.5 percent and maintaining its credit-easing plans amid signs of improvement in recession-hit Britain, it said on 08.10.2009."The Bank of England's Monetary Policy Committee today voted to maintain the official bank rate paid on commercial bank reserves at 0.5 percent. Earlier this year, in March, the central bank slashed borrowing costs to the current record low level and launched a radical quantitative easing (QE) policy in an attempt to lift Britain out of recession. **The Daily Star: 09.10.2009**

8. Tax holiday, exemptions cost govt. Tk. 154b a year.

Tax exemption and tax holiday facilities, which the government offers for industrial growth, cost Tk 154 billion in revenue or 2.5 per cent of the country's GDP a year. The government will have to continue with the tax holiday facility until 2012, while it expects a double digit GDP growth by 2017. For the current fiscal, the government estimates a 5.5 per cent growth in GDP. The Country's GDP size was Tk 6149.43 billion in 2008-09. The country's tax-GDP ratio is one of the lowest in the world, which never crossed 9.0%. The government has cut the corporate tax rate by 2.5 percentage points in the current fiscal to 42.5 per cent, which is still highest in the world. "Currently, the country's tax-GDP ratio is 8.5 per cent that could be easily scaled up to double digit if we can restrict offering of large scale tax exemption facilities. **The Financial Express: 09.10.09**

9. Safeguard duty to protect local industries on cards.

The government is set to introduce long-awaited safeguard duty to protect the local industries from the onslaught of import of excessive quantities of cheap items. The measure was shelved during the last two years due to stiff opposition from development partners. Under this measure, the NBR can levy a heavy interim duty to restrict excessive import of cheap finished products that might hurt the local industries, he said. Bangladesh Tariff Commission (BTC) will be empowered to act as the safeguard authority. It will identify the products entitled to enjoy the facilities. "The National Board of Revenue is going to introduce the measure after the BTC said it has skilled manpower and enough As a WTO signatory, Bangladesh should introduce the safeguard measure for protecting the national interest, he wrote stressing the need for framing a safeguard rules for introducing the measure. A total of 92 WTO member countries, out of 153, have already introduced the safeguard measure in their respective countries following WTO rules. **The Financial Express: 14.10.09**

10. Export earnings for two months record fall

The country's overall earnings from merchandise export recorded a fall of 3.29 per cent at the end of the first two months (July-August) of current fiscal, mainly driven down by poor performing major export items including readymade garments. The country fetched US\$2,808.15 million in exports during the July-August period of fiscal year 2009-10 (FY10), down by \$206.73 million from the target, data revealed by the Export Promotion Bureau showed. With a total \$1,367.97 million earning in August alone, dropped by 4.8 per cent compared to earning in July 2009, the data further showed. It was also 10.77 per cent below the targeted \$1,532.96 million for the month, it added. According to the recent data revealed by the government entity on export promotion and marketing, export earnings from Knitwear goods at the end of the first two months witnessed a fall of 0.48 per cent from the corresponding period in last fiscal, earned \$1,204.31 million. Similar fall was also recorded in the earning of country's woven goods, slipped down by a net 2.06 per cent, earned \$1,011.87 million, the data further showed. Besides, other prime exportable item like frozen food, leather and leather goods, ceramic products and tea were all in the negative territory. **The Financial Express: 14.10.09**

11. Body formed to help export sector face global recession

The government has formed a committee to find out ways on how to help the export sector, especially ready-made garments (RMG) industries, survive the global recession. Former finance minister M Syeduzzaman will head the committee comprised of seven other members with finance secretary as member secretary. The committee will also recommend measures to improve the export sector in the post-recession period. The other members are governor or deputy governor of Bangladesh Bank, executive director of Centre for Policy Dialogue Mustafizur Rahman, FBCCI president, BTMA president, BGMEA and BKMEA chiefs, and executive director of Policy Research Institute Ahsan Habib Mansur. Export earning from knitwear dropped by 3.66 per cent and woven garments by 11.68 per cent during July-August period. The government has earmarked Tk 50 billion in the budget for the stimulus package to weather the impact of the global recession. On 19 April last, the government announced the stimulus package worth Tk 34.24 billion for the country's agriculture, power and export sectors to help ward off immediate effects of the ongoing global recession. The country earned \$12.3 billion in the last fiscal by exporting knitwear and woven garments and this year the government has set \$13.9 billion export target for the sector. **The Financial Express: 16.10.09**

12. IMF concerned over sluggish import of capital machinery

The International Monetary Fund (IMF) on 19.10.09 expressed its deep concern over sluggish import of capital machinery that reflected bleak investment scenario in the country, revenue board officials said. Import order of capital machinery dropped by 30 per cent in the last fiscal due to slow growth in the industrial sector. This is because of sluggish trend in investment and industrial expansion as the country is unable to ensure supply of adequate gas and power for industrial units

The Financial Express: 20.10.09

13. 11 banks cut deposit rates

At least 11 commercial banks slashed interest rates on deposits this month with a view to reducing their cost of funds while the interest rates on lending were almost stable. The country's commercial banks now offer interest rates ranging from 1.25 per cent to 10.03 per cent on fixed deposit schemes, while the rates for savings accounts vary between 1.00 per cent and 8.00 per cent, according to the central bank statistics. On April 19 last, the central bank asked the commercial banks to fix the interest ceiling on lending in five specific areas at maximum 13 per cent to help mitigate the impact of the global economic meltdown. Currently, the banks provide loans to large and medium scale industries at interest rates ranging between 11 per cent and 13 per cent and to small industries at rates between 10 per cent and 18 per cent. Interest rates on housing loans range between 12.50 per cent and 13.00 per cent and consumer credits between 11.50 per cent and 19.25 per cent. The yield, generally known as coupon interest rate, of the 5-year BGTB rose to 7.80 per cent on the day from 7.49 per cent of the previous auction held on September 15 last, according to auction results.

The Financial Express: 21.10.09

14. Govt. to relaunch family savings tool despite protests from banks, IMF

The government is set to re-launch a savings tool exclusively for women that entails upto 12.50 per cent interest rate despite opposition from the banking system and the IMF. The Family Savings Certificate was scrapped in 2002 immediately after the BNP-led government came into power following protests that such a tool distorts the country's credit market. Secretary of Internal Resources Division (IRD) Dr. Nasiruddin Ahmed said the government has now decided to launch the FSC again to help women. The IRD, which manages the saving certificates --- an important government financial instrument to fund its annual budget deficit --- would relaunch the FSC from next month through a gazette notification, he said. Officials said they expected Tk 3.0 billion investment in the new savings instrument, which will have three different maturities, in the current fiscal year

The Financial Express: 23.10.09

15. Ministry approves BB proposal to raise leasing companies' capital

The Ministry of Finance (MoF) has given go-ahead to a central bank's proposal to raise paid-up capital of the leasing companies from the existing Tk300 million to Tk 500 million, officials said on 24.10.2009. The companies, also known as Non-banking Financial Institutions (NBFIs), will now be required to increase base capital by end of next year under Bangladesh Bank's approved proposal. The BB has already ordered the country's 48 commercial banks to hike paid-up capital to Tk4.00 billion by June 30, 2010 to cushion against any financial fallout, in line with an international agreement signed by all central banks in the world. Currently, 17 NBFIs are listed with the stock exchanges with three having paid-up capital over Tk 500 million. Total assets of all NBFIs were Tk 55.38 billion in 2003, when the paid-up capital for a leasing company was Tk 300 million. Their assets have since increased to Tk 158.04 billion at the end of June 30, 2009. *The Financial Express: 25.10.09*

16. NBR to waive 5.0pc regulatory duty on import of some items

The National Board of Revenue has decided to waive the newly imposed 5.0 per cent regulatory duty on import of label, tag or stamp to promote 100 per cent export-oriented industries. In the current fiscal, the government has imposed the 5.0 per cent RD on import of luxury and finished goods barring 37 products. Importers have to pay the duty in addition to 25 per cent duty, the highest duty slab being 25 per cent. Products falling under 25 per cent duty slab are entitled to pay the RD on import of goods. "We have decided to add three items to the list of RD-exempted products for export-oriented industries," the official said. "Around 70 per cent of the import duty come from items including motor cars, edible oil and petroleum products. In the first quarter of the current fiscal, the import revenue collection dropped by 3.0 per cent over the corresponding period of last fiscal with a shortfall of about Tk 1.51 billion. *The Financial Express: 26.10.09*

17. Deal on \$ 745m ADB budgetary support credit signed

The Asian Development Bank (ADB) will provide US\$745 million as budgetary support credit to Bangladesh and a deal was signed with the government to this effect on 26.10.2009. The Manila-based multilateral lender has signed three aid pacts with the economic relations division (ERD) for the total \$745 million credit aimed at supporting Bangladesh to weather the impact of the global economic meltdown and minimizing the fiscal deficit of the country. Of the total aid, the ADB will provide \$500 million from its "counter cyclical support facility" fund to shore up the shock sustained by the global economic dip, which forced down the GDP to 5.88 per cent from the initial target of 6.21 per cent last fiscal. Besides, it would give another \$244.85 million as budgetary support credit to minimize country's fiscal deficit projected at 5.0 per cent of the total GDP in the current financial year 2010 budget. The officials said the \$745 million loan, most of which is costly, would be disbursed within this financial year 2009-2010. The \$500 million credit will have to be repaid within five years with a three-year grace period. It carries an annual interest rate of LIBOR plus two percentage points. *The Financial Express: 27.10.09*

18. BB launches 'marking to market' system rule

The central bank has introduced a rule relating to 'marking to market' system to bring dynamism in the secondary market for government securities. Under the new rule, the FCBs operating in Bangladesh will be allowed to meet their capital requirement through the government approved securities in the form of 'held to maturity (HTM)'. Besides, the FCBs may maintain HTM in excess of the prescribed limit only for maintaining their capital with the central bank. The limit, set by the Bangladesh Bank earlier, is 70 per cent of required statutory liquidity requirement (SLR) for this year, which will decrease gradually to 50 per cent and 25 per cent in 2010 and 2011. Currently, all scheduled banks, except the banks operating under the Islamic Shariah and the specialized ones, have to maintain 18 per cent of their demand and time liabilities along with 5.0 per cash reserve ratio (CRR). 'Marking to market' or 'mark to market' system is a process of calculation to determine the market value of an asset. The system refers to changes in the value of future contracts on a weekly basis. It also calls for reporting the value of assets in a market rather than a book value basis. The value of all government approved securities will be calculated on the basis of one year tenure of the 'held to maturity' investment', while the valuation will be calculated on a weekly basis for the held for trading investment

The Financial Express: 30.10.09

19. BB warns banks against charging high interest rate

Bangladesh Bank warned certain commercial banks of confusing borrowers claiming higher interest rate for productive sector (SME) loan. Explaining, an official said the banks are pushing the SME loan to consumer loan and thus charging higher interest. Deputy Governor Nazrul Huda told a post-meeting press briefing that the banks are creating confusion among the SME borrowers by charging higher interest rates categorizing their loan as consumer borrowing. He said the meeting also asked the banks to augment SME loans to help achieve GDP target for the current fiscal year, as SME loans still unsatisfactory in the country at 21 percent of the total bank loans. SME loans grew by only 2 percent during last two years. "If the share of total bank loans can be raised to 50 percent, the appearance of the country will be changed," he said, urging banks to utilize the Bangladesh Bank refinance facility, particularly for the women entrepreneurs. Of the 30 private commercial banks, only seven are likely to comply and five are close to the compliance, but the rest 18 would not be able to comply. Nazrul Huda said the banking sector would have to increase their capital by 2,300 crore to comply with the capital adequacy of Tk 22,000 cr.

The Financial Express: 28.09.09

20. Govt. raises target of borrowings from savings tools to Tk. 32.76b

The government has significantly raised the target of borrowing from savings instruments to Tk 32.76 billion for the current fiscal year to finance its big budget deficit. The raised borrowing target is up by nearly Tk 4.90 billion or 17.59 per cent from that of the last fiscal. The total budget deficit in the fiscal year 2009-10 has been estimated at Tk 343.58 billion, which is 5.0 percent of the Gross Domestic Product (GDP). About 2.0 per cent of the deficit will be met from foreign aid and 3.0 per cent from internal resources. According to officials, the government has fixed the target of paying interest against the borrowings from savings tools at Tk 71.53 billion, up from the last fiscal's target of Tk 60.86 billion. But the government's payment of interest on account of savings instruments eventually hit Tk 70.62 billion at the end of FY 2008-09. On the other hand, the government has also fixed the target of selling savings instruments to the tune of Tk 167.94 billion for the current fiscal. The government borrowed a total of Tk 36.33 billion through its existing savings certificates and investment bonds last fiscal, they mentioned. Of the total target, the government already borrowed a net amount of Tk 9.14 billion in July last. The government also paid Tk 3.69 billion in interest on account of servicing such internal debt for the same month.

The Financial Express: 28.09.09

Match our answer with yours: Knowledge Update: 126

- ❖ Floating Exchange Rate System, started on May 31, 2003

For Readers:

- ✚ In what units Gold & Oil prices are quoted in international Commodity market?

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“Knowledge Update” is now also available at IFIC Bank Website: www.ificbankbd.com

21. Bangladesh Bank Circular during October, 2009

<u>Circular Number</u>	<u>Date</u>	<u>Subject</u>
BRPD Circular No. 11	01/10/2009	Re-fixing interest rate on loans extended to various sectors including productive sectors to cope up with the prevailing global economic situation.
FE Circular No. 18	01/10/2009	Forward Dealings in Foreign Exchange
FE Circular No. 19	05/10/2009	Settlement of Current Account Transaction with Maldives in ACU Mechanism
BRPD Circular No. 12	14/10/2009	Operation of Merchant Banking by Bank Companies
BRPD Circular No. 13	14/10/2009	Guidelines on Subordinated Debt for inclusion in Regulatory Capital
BRPD Circular No. 14	28/10/2009	Determining focal point for making banking services easily accessible to the Physically incapable people in Bangladesh

Bangladesh Bank Website: November: 2009

22. Information on Economy

	Amount	Previous month's Position
1. Foreign Trade:	Million US\$	Million US\$
a. Exports (2008-09)	15565.2	-
b. Exports (July -2009)	1440.4	1421.6
c. Imports (2008-09)	22507.1	-
d. Imports (July -2009)	22507.1	1558.7
2.Workers' Remittance (July-2009)	885.38	919.10
3.Inflation: point to point (July-2009)	3.46	2.25

Export= f O B Value, Import = C & F Value

Economic Trends: October: 2009

23. Banking Sector and Economic Information

	Amount (TK in Cr.)	
	July-2009	June - 2009
1. Bank Deposit (excluding inter bank)	277088.7	278680.4
2. Bank Credit (excluding inter bank)	279006.7	275025.1
3. Money Supply		
a) Currency Outside Banks	37068.2	36049.2
b) Demand Deposit	28166.6	30236.5
c) Deposit with BB other than DMBs	124.8	141.2
d) Narrow Money (a+b+c)	65359.6	66426.9
e) Time Deposit	232735.8	230073.0
f) Broad money (d+e)	298095.4	296499.9
4. Excess Reserve (Liquidity)	13511.4	15843.9
5. Weighted average rate of Deposits of Schedule Banks(Quarterly)	7.01	7.01
6. Weighted average rate of Advances of Schedule Banks(Quarterly)	11.87	11.87
7. Ratio of DMBs Credit to Deposits (%)	100.69	98.69
8. DMBs Total Assets/Liabilities	706160.3	704068.7
9. F.E. Reserve (million \$US)	7741.5	7470.9
10. Cash Base of the Economy	67447.0	69424.6

- **Narrow Money (M1)** = Currency outside Banks+ Demand Deposits + Deposit with Bangladesh Bank
- **Broad Money (M2)** = M1 + Time Deposit
- **DMBs** = Deposit Money Banks
- **Cash Base of the Economy** = Currency in Circulation+ Balances with Bangladesh Bank

Monthly Economic Trends: October: 2009

24. Academic Activities in October, 2009

- (I) **Seminar on “Presentation on SME strategy of ICICI Bank”:** IFIC Bank arranged half a day long Seminar on “Presentation on SME strategy of ICICI Bank” held on October 08, 2009 at its Academy. Mr. Mohammad Abdullah, Deputy Managing Director of IFIC Bank Limited was present on the inaugural ceremony and delivered his inaugural speech before the participants. Mr. syed Aminul Kabir, Chief Representative Bangladesh of ICICI Bank Limited was the main speaker of the seminar. A total number of 28 Officials attended in the Seminar. It may be mentioned here that it was a 36th program of IFIC Bank Academy in the year 2009.
- (II) **Foundation Course for Probationary Officers (10th Batch) 1st Phase 2nd Batch:** IFIC Bank conducted a 16 days long “Foundation Course for Probationary Officers (10th Batch) 1st Phase, 2nd Batch” held on October 12-27, 2009 at its academy. Mr. Mohammad Abdullah, Deputy Managing Director of IFIC Bank Limited was present on the inaugural ceremony and delivered his inaugural speech before the participants. A total number of 34 Probationary Officers attended in the Course. Efficient speakers of both inside and outside have taught in fundamental of general banking to the participants in the course. In the valedictory session Ms. Zaitun Sayef, SEVP & Head of Training & Research Division was present and review the overall course contents to the participants. It may be mentioned here that it was a 37th program of IFIC Bank Academy in the year 2009.

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REVISITING BASICS

TELEPHONE SKILL

Telephone communication plays a vital role in customer satisfaction. As it is only oral communication, and one person cannot see the other, it is important to know and develop the telephone communication skills.

10 BASICS TELEPHONE SKILLS (KEY POINTS)

01. Answering a Business Call

- ❖ Answer every call professionally, using a three-part greeting.
- ❖ Begin with a pleasant buffer.
- ❖ Follow with the name of the company or group.
- ❖ End with your name.
- ❖ Be prepared! Expect each call to involve a message, keep a pen or pencil and a supply of paper near the phone at all times.

02. Putting a Caller on Hold

- ❖ Let callers know why you need to put them on hold.
- ❖ Ask: "Are you able to hold?" Wait for a response.
- ❖ When callers are not able to hold, handle their needs immediately.

03. Monogramming the Call (Use the Caller's Name)

- ❖ If you know the caller's name, use it.
- ❖ Spell and pronounce each caller's name correctly.
- ❖ If you need help with spelling or pronunciation, ask for it.

04. Avoiding Excuses

- ❖ Avoid making excuses to your callers since it gives impression of inefficiency.
- ❖ Tell the caller what you can do, not what you can't do.
- ❖ Take responsibility for the call and guide it to a successful conclusion.

05. Giving the caller your undivided attention

- ❖ Give the caller your undivided attention.
- ❖ Never try to do anything unrelated to the call while you're on the phone.
i.e. talk to a colleague, type etc.

06. Giving spoken Feedback signals

- ❖ Give spoken feedback. It's the only way the caller knows you're listening.
- ❖ Mix your responses to avoid sounding mechanical and insincere.
- ❖ Repeat or rephrase the caller's words to confirm understanding.

07. Taking Accurate Messages

- ❖ Don't be a "message Mangler" Take phone messages word-for-word (Verbatim!)
- ❖ Read the message back to the caller to confirm your version.
- ❖ If that approach is ineffective, be more direct. Let Callers know your want to help meet their original needs.

08. Controlling the Conversation

- ❖ If a caller gets off the subject, take control of the conversation.
- ❖ Use the "back on track" approach. Ask a question related to the purpose of the call.
- ❖ If that approach is ineffective, be more direct. Let callers know you want to help meet their original needs.

09. Avoiding Mouth Noises

- ❖ Avoid mouth noises. When you're on the phone, don't: eat, drink, smoke or chew gum.
- ❖ Remember, the telephone mouthpiece is actually a microphone.
- ❖ Don't distract or annoy your callers.

10. Leaving a Good Last Impression – The wow factor

- ❖ A good last impression counts every bit as much as a good first impression.
- ❖ Repeat the message or ask if there is anything else you can do to help.
- ❖ Reassure the caller that it will be passed on.
- ❖ Thank the caller for calling and use their name.