

Great Legal Marketing's

**BAD**

**MANNERS**

**CHECKLIST**



**“Is Your Receptionist Costing You Money?”**

# Great Legal Marketing's

## Bad Manners Checklist

### Common Problems with How Your Phones Are Answered

- ***The "I'm Distracted" Tone***

Guaranteed to annoy even the most polite caller, this tone of voice is often caused due to a chronic case of Social Media Syndrome in which the receptionist is busy looking at Facebook, Twitter, etc. while on the call. Another cause for this problem is when the person handling intake is responsible for too many other tasks and is nervous about falling behind, despite intake being one of the top three tasks of any law firm.

- ***"Could You Hold Please?"***

The Hold button may be a necessary tool, but leaving a potential client on hold for more than 15 seconds is risking not just a dissatisfied caller but them hanging up. Some of the worst reasons we have seen for this violation including receptionists finishing gossip conversations in the office, responding to texts from friends, and taking another bite of their sandwich.

□ ***Clack-Clack-Clack Goes the Keyboard***

What are you typing that requires such pounding of those poor abused computer keys? There shouldn't be a recordable *decibel level* to the typing – even better to keep the typing to a minimum. This drives callers crazy and makes them feel like they aren't being heard so much as they are being “processed.”

□ ***Not Sure How to Help***

Callers have questions; you need to provide answers. Answers are best delivered in the form of Here's-What-Happens-Next SOLUTIONS. The “mumble and stumble” approach to this is sure to infuriate. You don't want a caller to hear the following: “Ummm... hold on. I'm not sure if we handle that type of case. Let me... ummm... yeah, hold on just a second.”

□ ***Why All the Negativity?***

Sometimes it feels like the receptionist would rather be doing anything other than answering the phone. This attitude is quickly evident to any caller. The receptionist tends to be dismissive and sound annoyed. This is entirely unacceptable. “Leave the ego and your drama outside.” That's what we say to our team. It is never okay for there to be a negative atmosphere around any kind of interaction with a potential client.

□ ***“Enjoying Your Lunch?”***

Never, ever, ever be eating while talking to someone on the phone. The noise it creates is awful. This is true for chewing gum as well. Imagine that *smacking* sound coming in over your handset while trying to talk about your legal problems. It would drive you crazy!

Review these items with your phone answering staff. Treat it as a set of reminders for them, and let them know this will be the basic Standard of Care going forward.

You must reinforce these policies on a regular basis. Nothing is better for enforcement than listening to recorded calls on a regular basis. Use [CallTrackingMetrics.com](http://CallTrackingMetrics.com) to get recorded phone numbers that you can put on your website and elsewhere to track your marketing and listen to the calls.