per Telephone Courtesy al to Social Relationship

HAL BOYLE
ted Press Staff Writer
RK — (AP) — Do you
hone fear?"
our telephone shudder
ou reach for it?
making a real buddy
phone, or are you let-
you up as a bum?
estions are being ex-
a 29-year-old social
med Barry Garfield,
g to correct a mistake
r. Alexander Graham
rs ago.
ented the telephone,"
Garfield, "But he neg-
ach people how to use

OME 35 million tele-
e ringing more or less
rfield thinks it is high
duals should realize
per use of these little
help them win or lose
siness success.

believes corporations
reciate how poor tele-
niques by their em-
them millions of dol-
s of lost sales or good

you use the newest
smoke a smart cigaret,
e correct deodorant,
ght clothes, avoid "five
low," and keep your
keen by reading only
oks?

PICK up a telephone
nto it, "Hi'ya, Kid?"—
ruined. You've gone
self-improvement for

lephone projects your
and people judge you
field remarked severe-

ound what he hopes is
ence—tele-technology—
the situation. What is
logy? Garfield defines

study of the economic
aspects of the telephone
e by individuals and companies as a business and social tool."

He got into the field by accident, after obtaining a job selling truck tires by long distance phone. He found little or nothing had been written on the subject, so he did the research himself.

"I SOLD MORE than a million dollars worth of truck tires by phone without ever meeting a single customer," he said. "Most successful businessmen today have become good phone users — but usually by trial and error."

Garfield is now writing a book on how to use the telephone, trying to get big corporations and business schools to give courses in it.

"Bad telephone practice has been universally accepted across the country," he said. "Yet a company is often judged by that voice that speaks for it on the phone, and what that voice has to say."

His study has convinced him that the most common fault in telephoning is what he calls "lack of pre-thought"—the failure to think through what you are going to say before you ever pick up the receiver.

"THE AVERAGE person has no idea how bad his own voice sounds over the phone," he said. "He should listen to it played back a few times—then he'd want to change it.

"People dress for a face-to-face conversation. Why not do the same thing, in effect, for a phone conversation? Too many people are discourteous, sloppy and lazy in their phone talks. They fail to put over the impression they would like. They don't know how much of their personality a phone gives away."

Garfield has found the thing that most irritates phone users is "to be kept waiting."

He agrees with the phone company itself that the time-wasting "Hello" greeting should be dropped. His substitute: Speak your name and your department, if you are answering for your firm.

"AND ALWAYS put your best voice forward," he added.

Has his research paid off personally? Garfield, who is a bachelor, answered triumphantly:

"Well, I never in my life have been turned down for a date over the phone."

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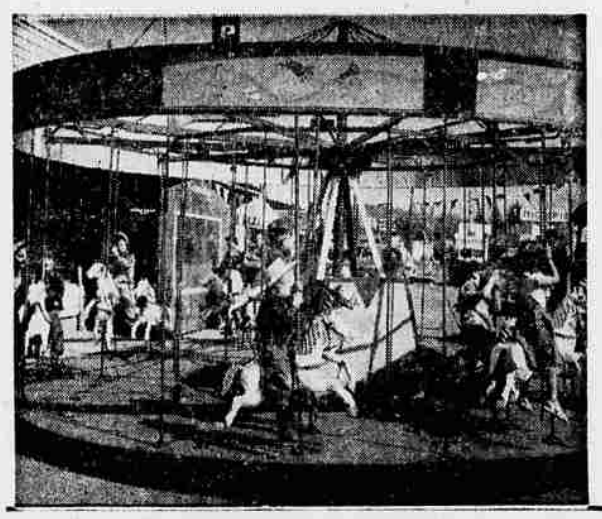

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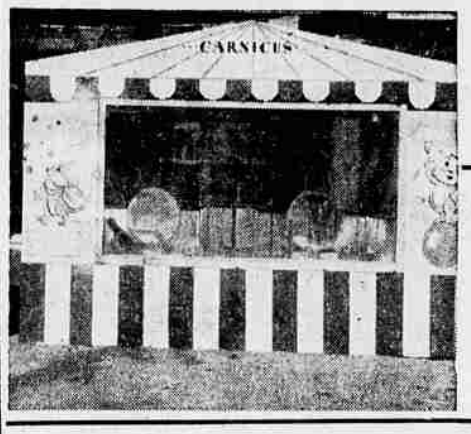

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