

# Did You Have Them at Hello: Your Tone of Voice is What Counts!

*By Judith Filek—President  
Impact Communications, Inc.*

A good portion of anyone's day is spent on the telephone. Everyone wants to make a good impression, but it's the first few words out of your mouth that determine whether people will perceive you in a positive or negative manner or whether they will trust and believe you. In fact, studies confirm that your impact over the phone is established within four-seven seconds through the tone of your voice.

If you had them from the "Hello," it was undoubtedly because you sounded friendly, sincere or interested. If you made a bad impression, it was probably because your voice sounded flat or lifeless. Sometimes, after making or taking call after call, your voice becomes a monotone. When listeners hear this lack of energy, they often question why they should be excited by your idea or motivated to take action.

Many of us also speak quickly. Over the phone, it is very difficult for listeners to keep up, process information or take notes. It signals that you just want to get them off the phone or are in a hurry. Some may even feel that you are trying to "pull a fast one on them."

People read a voice. If there are noticeable filler words, such as "um," "ah," and "you know," listeners question the speaker's competence or knowledge on a particular topic. You generate confusion. A confused mind never says "yes." It is not so much what you say, but how you say it that makes a difference.

To enhance the tone of your voice, you must master the pause. A one or two second pause at strategic places will allow you to emphasize important points and ensure that your ideas are understood. It will help listeners to "hear" your sincerity and excitement right from the "get go." You will sound like you enjoy what you are doing and increase the likelihood of them wanting to talk to you.

Tone of voice is critical. A pleasant voice makes people want to do business with you. It creates a connection. Make sure you have your listeners at the "Hello."

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