

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

Remimeo HCO POLICY LETTER OF 15 NOVEMBER 1974

PHONE TIPS

Frank K. Griesinger in his book "How to Cut Costs and Improve Service of Your Telephone, Telex, TWX and Other Telecommunications" suggests on page 1 that a memorandum of instructions should be written to one's people to recommend reductions.

The book itself, available from McGraw-Hill Book Company, 1221 Ave of the Americas, NY, NY 10020, \$14.20, is quite worthwhile.

TYPES OF CALLS

Direct Distance Dialing (DDD) is under half the price per minute of Person-to-Person.

"Operator Handled" calls means when you dial "0" and get an operator to put you through. Her time is charged for on the phone bill.

"Person-to-Person" is when you place a call for a certain person through the operator and this is the most expensive of all.

TIME OF DAY

Calls placed Monday to Friday 8AM to 5PM (in the US) are the most expensive toll charges.

After 5PM the price of a DDD call decreases greatly.

Saturday and Sunday rates are much lower and people are more likely to be home.

The time it is where you are when you place a call determines the rate. If you call before 8AM on weekdays you could talk all day on that one call at the pre-8AM rate.

If you call people way to the West of you after 5PM they will still be in their offices.

If you call people way to the East of you before 8AM they will have arrived at their offices.

Calls placed from coin phones are always "Operator Handled" even when directly dialed.

"Collect" calls are always subject to additional charge and are usually considered Person-to-Person calls - high rate.

SWITCHBOARDS

If you use your public telephone switchboard as an intercom office-to-office YOU PREVENT THE PUBLIC FROM CALLING IN as the "line is busy." When you call from org

to nearby org through your switchboard you do the same thing.

An internal org intercom is cheaper and it doesn't ruin your incoming business.

An intercom in one org can be directly hooked up to that in another org by-passing the public phone company.

This blocking of incoming calls also applies to single phones. When you are constantly calling out on it, who can call in?

The best way to handle is to put a dial lock on "incoming phones." Then nobody can call out on them. Give that number in your promo and telegrams. Then the public can reach you.

PHONE SALES

Phones can be used to make appointments. They don't work well for sales talks.

If you want to sell on the phone, then get the public to call YOU. And be sure the call will not run into a busy signal.

SALES CALLS

Sales talk calls if they must be made should be on weekends.

FOLO CALLS

All FOLO calls, if they must be, should be made before 8AM or after 5PM.

They should be very short, maximum 3 minutes.

CUT THE CALL SHORT

Before calling (or writing a telex) work out what you want to say or ask. Then when you've said it, or gotten the data, give it a "That's it" and hang up. If you ask after the wife or go social it will cost the earth! And if you let him ask about the wife or go social it will cost you the earth too!

Don't hold onto a phone 15 minutes waiting for someone to look something up. Tell him you'll call back (stated time) and hang up. And call back, get the data fast and hang up!

TELEGRAMS

Many countries have special message arrangements. The US has telex and voice originated "mailgrams."

You must look up what these are for your country or area and, with no brush-off, get the cheapest fast message service to a public person you can get. The Post Office or Western Union or RCA have some of these up their sleeves that you can use. They don't publicize them much.

Many are quite cheap. Find what message types you can buy that are cheap. Use them.

PHONE NOTES

As the telephone has no memory it is psychotic.

So keep very close notes of any phone call so others can see what was said.

Telexes, telegrams, special message services and even airletters are superior to the telephone.

EXPENSE

You can waste all the income you make by calling on the phone.

Who wants to work for International Telephone and Telegraph? We don't.

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FOUNDER

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