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Business Etiquette

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TELEPHONE VS. EMAIL:

STRENGTHEN BUSINESS RELATIONSHIPS WITH THE RIGHT CHOICE

A common conundrum that professionals face is when to choose the telephone versus email for correspondence. One general rule is to use the form of communication that initiated an information exchange. If a person initially emailed you, chances are they would prefer an email in return. If you use a method of communication that is rarely used by your recipient, your message may not get the attention you want. However, here are a few more nuanced considerations to explore when making your decision:

Telephone

Some feel the telephone takes more courage than email, as a person placing a call faces the possibility of a real-time, immediate interaction. Others avoid the phone because of the likelihood that only a voicemail recording awaits.

A clear advantage of the telephone is that it taps the subtle instrument of the human voice. As you proceed in your conversation, you can make

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ABOUT US



Libby Mack Van Vleet has a background in

adjustments to your original plan based on the reaction of the person with whom you are speaking. Any time you are dealing with **emotion**, or **apologies**, the phone is your best choice. It is the preferable option when searching for a quick resolution of an issue.

Email

Email is a fabulous tool when you are seeking an immediate, informal mode to communicate. It may be less intrusive than the telephone, as one can read it and respond at their convenience. When you want to include other documents or pictures, or your message is too long for the telephone, email is the way to go.

Keep in mind, however, that everything that happens on email is a permanent record. Sometimes this trail is very helpful; other times it may be advantageous to be “off the record.”

Email may be the most convenient option to communicate, but realize that a **phone call**, **handwritten note**, or **in-person visit** might strengthen a business relationship more effectively, and set you apart from the crowd in the Inbox.

In fact, telephone and email communication are best used in concert. Make sure your choice serves the particular scenario, not just what feels the most habitual or comfortable for you. Strategize when each mode will serve your needs the best!

YOUR Business Etiquette Topics:

Submit your thoughts and questions to libby@wakefieldetiquette.com.

Libby will address your ideas in upcoming issues of our newsletter.

HOW DO YOU WANT TO BE REMEMBERED?

Libby Van Vleet and her father Wake Mack promote business etiquette. It is a smart and easy way to retain clients. Increase business earnings and sales. It is time to take your employees to the next level.



When you retain the services of Wakefield & Wakefield, be prepared for success as your staff members maximize their potential and exceed expectations.

Set yourself apart to get an edge. People will remember!

marketing and administration, and is a certified high school English teacher. She is a graduate of Colorado College and Chapman University.



Wake Mack is a former lawyer, local businessman and financial services development officer. He graduated from Notre Dame, Willamette College of Law, and served in the U.S. Marines Corps.

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WISE WORDS

“There is no accomplishment so easy to acquire as politeness, and none more profitable.”

– *George Bernard Shaw*

For further information about Wakefield & Wakefield, contact Libby at 503-893-9253 or libby@wakefieldetiquette.com.

SUPPORTERS AND CLIENTS

Thanks to all of our fabulous clients and supporters.

- Arlington Club Speakers Corner – Arlington Club
- CB Richard Ellis, Inc. - Mike Wells, Managing Director
- Isler Northwest LLC – Tania Gitch, C.P.A.
- National Charity League, Inc. – Sarah Allen, Portland Chapter
- Washington Trust Bank – Linda Williams, President, Oregon Region

WHAT PEOPLE ARE SAYING...

“Thank you. All of us have more than a few important take-aways – and it was fun too.”

Linda Williams, President, Washington Trust Bank, Oregon Region

“Thank you for your wonderful presentation today. My colleagues and I enjoyed it immensely and are sure we will put it to good use.”

Ray Jordan, President, Ray Jordan, PC

“Thank you for facilitating the wonderful session on business etiquette today. I appreciated you sharing personal, real life anecdotes illustrating why good manners and professional behavior are always in fashion.”

Tina Alexander, Director, MBA for Professionals, Willamette University MBA

“Thank you, Wake -- You and Libby were a breath of fresh air for us. Thank you for taking your time to share such timeless information with us.”

John Chambers, C.P.A., Isler Northwest LLC



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