

## **The Five Basic Skills of Phone Canvassing**

People often take effective communication skills for granted. However, after you identify the basic skills to good communication, you can ensure that your message is getting across and create the fullest opportunities to facilitate actions by your members.

### ***The Five Basic Skills of Phone Canvassing***

- 1) Confidence
- 2) Conversational Style
- 3) Concision
- 4) Specific Amounts
- 5) Charges

#### ***Confidence***

- Use firm statements
- Assume support
- Inflect the voice down
- Use strong word choices

#### ***Conversational Style***

- Lots of open ended questions
- Natural voice inflections
- Listen and respond

#### ***Concision***

- Clear and simple message
- To the point
- No extraneous information or facts

#### ***Specific Amounts***

- Set parameters for contributing
- Start high, drop slowly
- Be flexible as needed

#### ***Charges***

- Ask confidently
- Use rebuttals as needed