

Making the most of phone banking

Phone banking is one of the most effective ways to get others involved with actions like house parties, public events, and even call campaigns.

Here are the key principles to remember when phone banking (aka the Three Q's)

- Coming up with a **Quota**;
- Being **Quick** with your calls;
- Utilizing the **Quiet pause**.

Coming up with a Quota

When setting aside time to phone bank, you want to come up with a quota for yourself. Let's say that your goal is to call forty friends/acquaintances that you have saved in your cell phone. Well, if you only make calls during the commercial breaks of Lost, you're likely to reach maybe one to two folks. Setting aside at least thirty minutes or more of call time with no distractions will maximize your efforts.

Being Quick with your calls

Once you start making your calls, you'll want to be quick with them. I know it's tempting to catch up on the latest with your old pal Suzie Mae, but keep it brief. Do ask Suzie Mae how she's doing but don't let the conversation get into everything that's happened with her and her family over the past month.

Utilizing the Quiet pause

It doesn't matter how confidently you ask folks to do something if you don't give them time to respond. When making any kind of phone bank ask, it's important to utilize the quiet pause to let them think about it. I literally hold my breath for a moment, so I won't attempt to fill the silence.

So, again: If you utilize the three Q's, you'll make the most of your phone banking.