# Phone Etiquette for Business Calls

Telephones play a major part in the daily operations of many businesses, as you need them to call and contact employees, vendors, business associates, and more. [Business phones](https://www.mitel.com/products/devices-accessories) are also valuable because they open the door for communications with customers. As important as the phone itself is, it is just as important that your business knows the difference between good and bad phone etiquette.

# WHEN IS A CALL THE RIGHT WAY TO COMMUNICATE?

As a business, you must understand that how you interact with clients and business associates over the phone will either portray your company in a positive light or a negative one. In the hands of a poorly trained employee, manager, or business owner, telephone use can have an extremely negative effect on the business. For this reason, it is important that companies properly train their employees on [good and bad phone practices](https://www.mitel.com/blog/phone-greeting-best-practices-understanding-the-basics).

The method that you choose to communicate should be appropriate to the audience, situation, and nature of the message that needs to be communicated. Often a call is the best way to communicate. Other times your task will be best accomplished with an instant message or SMS.