The new cellular telephones with a cordless control head combine the best of both the mobile and portable cellular phones in one package. The unit demonstrated here is the cordless ROAMER I cellular phone by Advanced Cellular Technology of Hayward, Calif. The control head will work in the car and up to about 500 feet from it, which allows you to take the unit with you when you visit a job site.

Ten Ways to Increase Your Productivity With a Car Phone

The Only Way You Can Lose With A Car Telephone is if You Don’t Have One

by Stuart F. Crump, Jr.

You have a problem. You have to oversee the work of construction crews at four different job sites, located at different spots around the city.

You spend most of your day in the car, driving between sites. When you arrive at site, you find that your supervisory duties frequently must take a backseat to the urgent pink telephone-message slips that demand your immediate attention.

So you spend 20, 30 maybe even 60 minutes on the phone soothing ruffled feathers somewhere else. The net result is that you are left with only a few minutes to check up on the job site you are visiting.

Then you’re back on the road, and the cycle repeats itself at the next job. It’s a wonder you can get any of the work done the contractor is paying you for.

Does that scenario sound familiar to you?

If so, the time has come for you to consider putting a telephone in your car.

With a car phone, you can return all those calls while you drive between sites, thus saving your time at the sites to do what you’re supposed to be doing—supervising and working.

Once upon a time, car phones were looked upon as being “toys for the rich.” Most construction industry workers and foremen preferred to rely on the more traditional two-way radios to meet their mobile communication needs.

Two-way radios and pagers will not disappear. They remain a vital link in your communications network and are particularly important for communications among your own employees. But they are no longer enough.
The advent of the cellular telephone has, for the first time, made convenient, affordable, high-quality, private-line telephone service available in the car for anyone who spends much of his time on the road during the business day.

Even if you spend most of your time at a single job site, you probably don’t have time to leave your job to run to some other area of the project for every little phone call that comes along or everytime your pager beeps. Cellular can help you, too.

The same cellular service has also made the briefcase phone and even the pocket telephone a reality. Briefcase and pocket cellular phones have found a ready acceptance in trades such as the building and construction industry, which keep their workers on the move away from conventional landline telephones.

You may find, as have many of your peers, that a car phone is one of the most valuable time-management tools you’ve ever used in your business. That same phone may even even help you improve your personal life.

The following list outlines a few of the many ways that business and professional people such as yourself are using their cellular phones today.

You can use a car telephone to:

1. Take calls you otherwise would miss. When you are out of the office, how does your secretary handle your calls? Is she forced to say, “I’m sorry, but he’s out now. May I take a message?” Instead, she can take his number, relay it to you, and you return the call immediately.

2. Schedule appointments. One contractor who had been trying to reach a client for several months finally put a phone in his car. He called at odd moments during the day from the car and reached the client in just a few days—and closed a $3 million dollar deal.

3. Reschedule appointments. Schedules change. Act on those changes immediately. If you wait, you may forget. Or it may be too late to reschedule when you finally get back to the office.

4. Call ahead if you are unexpectedly detained while driving to an appointment. Don’t keep a client waiting and wondering why you are late when the problem may be beyond your control. Your thoughtfulness will produce a more favorable response toward you, your ideas and your company in your client’s mind.

5. Make an immediate follow-up call after you have completed an appointment. Call to say, “Thank you for your time. If you have any additional questions, I’ll be here in my car for the next 30 minutes or so. Or call me here anytime if you can’t reach me at my office.” Clients like to know you are easily available to help them.

6. Act on ideas immediately. Often
the best time to act on an idea is when it first occurs to you. Pick up the phone and get to work.

7. Dictate letters and memos. Call your secretary and dictate those letters from your car. This process can be extremely important in helping you follow up on sales calls immediately after leaving the client’s office, while the items that most concern him are still fresh in your mind.

8. Call your office for your messages. After you finish visiting a client, it can be extremely tacky to ask him if you can use his phone to call your office or another client. Imagine the embarrassment of dealing with one client’s problems while you are in the office of another client! Handle all of your calls during what would otherwise be dead time while you are in your car.

9. Return your calls. Pick up those pink “while you were out” slips that accumulated during the day and head for home early. Make the calls as you drive home. Beat the traffic and clear your desk.

10. Respond to client problems quickly. Are you the only one who can handle a certain problem, and does your business require you to be on the road all the time? If you take several days to act on your clients’ problems, you may lose them to someone else who does have a phone in his car. Your car phone tells your clients that you care about their problems and want to help them in every way possible.

This list of ideas only scratches the surface of what you can do with a car telephone. If you have any other examples of how you use your car phone to improve your time-management skills or bring order into your life, drop me a line. I’ll share them in a future article.

The only way you can lose with a car telephone is if you don’t have one.