

Mary Jane Copps, The Phone Lady

Mary Jane Copps is the CEO of Telephone Talent Inc., a North American company focused on excellent telephone communication skills. Through workshops, coaching, keynotes and customized training, she has significantly improved the revenue performance of large corporations, small businesses, international charities, local not-for-profits, universities and colleges.

After gaining recognition throughout North America as a real estate journalist, Mary Jane began her telephone sales career at the age of 29 when she founded Media Link Inc., a research firm that connected journalists with experts and thought leaders for in-depth interviews and breaking news commentary. She quickly discovered that in order to grow her business she needed to improve her phone communication skills.

And so began her study of the psychology of phone communication. By recording and analyzing hours and days and years of conversations of herself and her sales team, she developed fool-proof methods to capture anyone's attention on the phone, inspire conversation, book appointments and close sales.

After selling her shares in Media Link Inc. in 2001, Mary Jane spent several years testing her telephone communication theories on a wide variety of products and services. In each case – software or print advertising, insurance or international travel – her methods worked to increase appointments and, more importantly, grow revenue.

Since launching The Phone Lady brand in 2006, Mary Jane has worked with over 500 clients, training over 12,000 individuals the necessary skills to increase revenue and customer satisfaction through her proven telephone communication techniques. Throughout each year she participates in a limited number of phone projects, allowing her to continually test her theories and adapt them to the ever-changing business communication landscape.

Today, excellent telephone communication skills remain essential for any company or organization that wants to continually grow its revenue base. Fortunately, anyone can learn these skills and, with practice, significantly improve their results day after day and year after year.

Mary Jane's expertise has been recognized throughout North America and Europe by a wide-range of business media – radio, television and print – including the Wall Street Journal, The Globe & Mail, the National Post and The Huffington Post – and silly skit on This Hour Has 22 Minutes. She is also the author of The Phone Book: Essential Telephone Communication Skills.

[Read testimonials here.](#)

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