



On hold marketing Guru Newsletter

Issue no 2 – September 2004

The On-Hold Marketing Guru

A quarterly newsletter full of sound advice and marketing tips to help you improve your on-hold marketing strategy.

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Highlight: Don't remind them that they are STILL on hold!

Welcome to the inaugural issue of Custom Sound Impressions 'The Guru'.

In every issue we try to give a little advice on how to effectively use your on hold system to educate and inform your clients, and, how to avoid some common pitfalls. In this issue we kick off with the often used apology message.

No one likes to be on hold. Because of that companies have a perception that if you put a client on hold, you must let them know how sorry you are for doing it. That's sound reasoning, except that it will end up working against you ... based on the way people feel when they are on hold.

Being on hold is a powerless feeling – you can do nothing but wait for the person on the other end of the line to come back. In today's business environment, with its deadlines and busy schedules, any kind of delay quickly becomes frustrating and intolerable.

The key to minimizing this feeling is not to remind your holders that they ARE on hold. Every time you apologize to your caller you are reminding them that they are on hold and you make their frustration level rise. The more you say it, the more frustrated they get. Furthermore every time you tell them that 'your call is important to us, we will be with you shortly...' the thought that comes to the mind of most callers is "if my call was so important to you, you would be talking to me right now..." – we like to call that "The Bell Canada Syndrome" because that is probably the last time they heard that phrase.

By informing your customers instead of apologizing to them you improve your chance for a better relationship and in turn that equals more business. Until next time...happy holding.

Quote to inspire!

"Life is a game, and to win you have to learn how to play by the rules. You may not agree with or like the rules, but you cannot change them. You cannot play with the rules; you can only play by them. Learn the rules and let them work for you, not against you."

Richard Zinck - trainer, motivator, and author ... to learn more visit www.stomachman.com

Mike's wine pick:

Sure we're your on-hold messaging specialists, but we like to get out and experience the world too – and sharing that knowledge is just one part of friendship. To that end we invite you to watch this section of the newsletter for our wine pick. We love a good inexpensive wine so we'll give you something you can pick up pretty readily and know it's gonna please.

My choice for this edition is a Chardonnay/Sauvignon from Chile (Chardonnay/Sauvignon 2000 Casa del Bosque – 13.50 Vintages) ... not a fan of Chardonnay I poured this wine with skepticism, but what I got was pure enjoyment. Serve well chilled and enjoy anywhere. Cheers.

Customer Spotlight:

THE ICE GROUP
The Ice Group, located in Mississauga, is Canada's largest distributor of ice hockey equipment. We deal with all the biggest names in the sporting goods business as well as some you have never heard of, but we feel they provide the best value and quality ... and some day you will hear about them in a big way. This season's best-seller continues to be – the one piece stick, and the demand for this product continues to overwhelm us.

We do not sell directly to the public; we sell directly to the sporting goods retailer so if you don't see it at your local retailer have them give us a call. We offer great products, great prices and unparalleled customer service. We used to hate to put people on hold, and while we still do our best to avoid it, we are not as reticent because we know we have something beneficial for them to listen to, and that makes all the difference in the world.

Trivia that pays:

It's trivia time and at Custom Sound Impressions we like to put a little fun into our trivia. Answer the trivia question below via email before we publish the answer in our next newsletter and you'll receive 5% off your next order ... don't need anything quite yet – well then you can bank them for a maximum of 20%. Good Luck!

P.S. It has to be the right answer.

Trivia question for September 2003

Where did the term tipping come from?

Submit your answer to guru@customvoicing.com

That wraps things up for the second September edition of the Guru. We hope you enjoyed it... stay tuned for our next edition coming out in December 2003.

The holidays will be here before you know it; make sure you wish all who call a happy holiday. [Ask for details.](#)

Feedback

We invite your comments and feedback on the highlight article or any other part of this newsletter. Send to theguru@customvoicing.com

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