



---

## **On hold marketing Guru Newsletter**

Issue no 10 – April 2005

**The On-Hold Marketing Guru** is a monthly newsletter full of sound advice and tips on how to get the most out of your business telephone lines ... and a wine pick that you can use to impress your clients or yourself.

---

### **In this issue:**

- What's new: Part 2
  - **Feature Article: Telephone Etiquette (part 2) – Controlling the Outgoing**
  - Shameless Plug
  - Mike's Wine Pick: Something's Kosher
- 

### **What's new:**

Part 2 of our telephone etiquette article deals with controlling the outgoing message – we had an excellent response to part 1 of the article and we thank all of you who took the time to write in and share your thoughts, stories, experiences and peevs ... in an upcoming newsletter we'll assemble some anecdotes and share them with all our readers, so keep them coming in.

### ***Perfect Logic ...***

I am a nobody, and nobody is perfect; therefore I am perfect.

---

### **Feature: Telephone Etiquette (part 2) – Controlling the Outgoing**

Last month we looked at ways to make your auto-attendant more customer-friendly, this time around we'll dig a little deeper into your phone system and look at your outgoing message.

Years of experience has taught me that everybody hates the sound of their own voice ... even the professionals get tired of hearing themselves speak, so you're not alone in not wanting to record your voice; but in the age of voicemail it seems you can no longer get away with being the strong silent type.

In the beginning voicemail was invented so that you never missed a call, now it seems that it is being used to avoid calls. More and more companies are getting on-board with these systems; so having to leave or produce a message is becoming unavoidable.

Your outgoing message should give callers all the information they'll need to leave you a proper usable message. Here are a few tips to make it easier to control what you get in your voicemail.

- 1) **Who You Are** – this sounds silly but you want your caller to know they are leaving a message for the right person.
- 2) **Kind of Message** – some want a detailed message others want a brief message, pick your poison then let your callers know what kind you are listening for.
- 3) **Content** – tell callers what you need from them to facilitate you calling them back; like their name, number, time of call, reason for call, etc ... that way when you do call them back you are ready to deal with them appropriately and efficiently.
- 4) **Time Frame** – give callers an idea about when you will be calling them back and then stick to it – we all know that “as soon as possible” sounds great but it leaves you a lot of wiggle room and in

- the end will frustrate your callers ... nothing makes you seem less professional than not getting back to your callers in a timely manner.
- 5) Be Clear - avoid stutters, stammers, unnecessary pauses and umms – being professional starts with sounding professional.

And one more thing which I can not stress enough ... return those calls, your business reputation depends on it, people will be more likely to want to do business with you if they perceive you as reliable.

---

### **Shameless Plug**

Custom Sound Impressions is a recording studio that specializes in on-hold messages, we also do IVR work, script editing, record professional voicemails, and various other production work ... whatever your needs give us a call and we'll help.

### ***Signs that you have grown up ...***

Your friends marry and divorce instead of hook-up and break-up.

---

### **Mike's Wine pick:** Borgo Reale Sangiovese Di Puglia 2002 (Italy) – 11.95

In April I attended a Passover Seder in which all aspects of the meal have got to be kosher – including the wine. Now I will admit that I have never been a fan of kosher wine, I find them to be tasteless and raw lacking even so much as an ounce of finesse. I approached this wine with the same disdain I approach all kosher wine ... but imagine my surprise when I tasted it and discovered not only was it drinkable but actually quite good; a compliment rather than a detriment to the meal - it would seem that somebody in Italy might be onto something in the realm of kosher wine.

Next time you get invited to an event or have a person in your office who requires the wine to be kosher impress them with your good taste and knowledge by picking up a bottle ... who knows they might be just as surprised as I was.

Coming Soon: Our wine reviews are expanding ... check out the new website devoted to wine [www.ontariowinereview.com](http://www.ontariowinereview.com) for more wine choices as well as articles about the enjoyment of wine and much more. Cheers!

---

### **Final Thought**

Sure we were suppose to do both outgoing and incoming messages this month, but the article's length kinda got away from us, and our goal is to inform, not take up all your time, so next month we delve into leaving an appropriate message. See you then.

---

### **Feedback ...**

We invite your comments and feedback on the highlight article or any other part of this newsletter. Send to [guru@customvoicing.com](mailto:guru@customvoicing.com)

### **Quick Links**

On the web <http://www.customvoicing.com>

Our audio samples <http://www.customvoicing.com/audiosamples.html>

### **Contact us:**

Michael Pinkus – [mpinkus@customvoicing.com](mailto:mpinkus@customvoicing.com)

President, writer, producer, voice talent, Guru

Opt-out : send an email to [guru@customvoicing.com](mailto:guru@customvoicing.com) with the words 'remove me' from the subject line.

### **Custom Sound Impressions**

Custom Writing – Sound Advice – Great Impressions

2  
© Custom Sound Impressions 2004