



The Telephone Guru Newsletter

Issue no 13 – July 2005

The Telephone 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: "Wining" about the Heat
 - **Feature Article: Telephone Etiquette part 4: Hold it Right There**
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 - Mike's Wine Pick: It's all just Greek to me
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What's new:

What's with this heat we're feeling here in Southern Ontario – my goodness – I know summer is suppose to be hot but with all this humidity and temps in the high 30's and into the 40's it makes one afraid to leave the house or office; but if someone's offering up some lakefront property I'll make the sacrifice ...

On another note: Due to increased feedback from our readers about our wine review section we have greatly expanded it ... so much so that it now has it's own bi-weekly newsletter – see Mike's Wine Review for more details.

Now back to your regularly scheduled newsletter.

One of life's tough questions ...

If a 911 operator has a heart attack, whom does he/she call?

Feature: Telephone Etiquette part 4: Hold it Right There

So, you've got somebody on the phone ... they've called you, you've called them – it doesn't matter – they are there and you have to deal with them. They've asked for some specific information and what you're looking for is either halfway across the room, in another drawer, or your secretary has it ... what do you do? The hold button has become the "fix all" for situations just like this ... better to use that than a caller listening to you rumbling, jumbling and cursing around in a desperate search for the item in question. I know you've been waiting for this article ever since we started this feature on telephone etiquette, the article about "on-hold messages".

There are many ways to look at on-hold messages ... some think it's annoying – and in truth some of them are. I have heard plenty of bad on-hold messages, some that go as far as to mispronounce products and names of the company (and people in it). But, when done properly, they can be a great information tool for your customers: a way to let them know about specials, new products, old products; little known products or even the different services you provide. Think about this: 75% of all business callers are put on-hold for one reason or another - that's 7 of 10 who sit and wait in silence. Imagine using on-hold messages to double that \$1000 sale, by letting your callers know more about your company. Maybe they don't increase their purchase right away – but you've planted a seed for next time. Most, if not all, business callers have a pen and paper at the ready, or at least in close proximity, when they call, so if they hear something they like they'll write it down and save it for later.

But sales is not the only reason to have on-hold messages ... it's a courtesy for your callers it let's them know that they have not been abandoned or hung up on; boosting sales is just one of the results of this courtesy ... so it is definitely a win/win situation. On-hold messages are the next step in the evolution of better phone etiquette – because you should never leave callers in that limbo of dead air – they are likely to hang up if they hear nothing for too long.

Consider what you have done so far: your auto-attendant speaks to them; your voice mail speaks to them; you speak to them – but when they are on hold they hear nothing ... why did you go to all the trouble to answer the call in the first place?

Shameless Plug

Your 'hold' button is the equivalent of your own private radio station, broadcasting solely about you ... what is your channel currently playing? We can help ... call us and set up an appointment.

Signs that you have grown up ...

Sleeping on the couch makes your back hurt.

Mike's Wine pick: Monemvasia Winery Kastropolitia Red: Regional Wine of Monemvasia – \$12.95

As you might already be aware, our president writes a wine newsletter that can be viewed at www.ontariowinereview.com, about Ontario wines and wineries. In The Guru newsletter, which you are now perusing, he writes reviews about wines from other parts of the world. We invite you to check out www.ontariowinereview.com and sign up for his much lauded and ultimately very readable newsletter ... as for the review this month Mike checks out Monemvasia Winery Kastropolitia Red from Greece:

I have a friend who claims to hate red wine ... let's amend that statement: claimed she hated red wine. In an effort to convert her to the right way of thinking I poured many reds to no avail, until I poured a Greek wine simply called "Regional Wine of the Aegian Islands". She loved it (but now that particular wine has been discontinued from LCBO shelves) ... this wine is for her and for all those that claim a "hate on" for all things red. New into Vintages, this 12.95 gem is smooth, light, refreshing, remarkably chillable and quaffable by the gallon – and best of all – reasonably priced. Be sure to grab a bottle, or two, next time you're at the liquor store ... friends, family and co-workers will surely love this one.

Final Thought

Have a great summer and we'll be back in August with more from the telephone Guru ... next month the Guru gets down and dirty about installation companies.
And with regards to that lakefront property – if you're offering we weren't kidding ...

Feedback ...

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

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