



On hold marketing Guru Newsletter

Issue no 12 – June 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.

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What's new:

Forgetfulness ... June came and went and although the newsletter was written and ready somebody forgot to hit the send button. I guess with the advent of summer (the nice weather, and our national holiday), everybody was focused on other things. With our excuses made, and your forgiveness requested, we now invite you to read on in this edition of "The Guru".

One of life's tough questions ...

What disease did cured ham actually have?

Feature: Telephone Etiquette part 3: The Call Back

So far we have covered a number of issues dealing with the telephone including: using a professional sounding voice for your auto-attendant and leaving proper incoming and outgoing voicemail. With all that behind us its now time to look at calling those people back. We all use voicemail for different reasons: some use it to avoid calls, some to screen calls, and others as a reminder notice of things they have to do. In all cases somebody (or yourself) is leaving a message in the hopes you'll get back to them. Let's eliminate those messages you leave yourself and those left by unsolicited sales callers and focus on potential customers, current clients, and general inquiries.

As a business we make a fair number of unsolicited phone calls to try and drum up business – 95% of the voicemails we leave go unanswered, and as sales people we expect that. But what about the times when we change hats and become customers or general inquirers – or more importantly current customers seeking answers? What happened to the courtesy of calling people back in a timely manner? Now you ask yourself: what is a "timely manner" these days? As we previously discussed you determine that in your outgoing message. Remember, telling people ASAP in not good enough anymore. If it's going to take 4 business days to return a call then tell people that. Don't leave them hanging and wondering when on earth you're going to get back to them – not only is that rude but it's unprofessional.

In our fast-paced world people want answers right away, or they want to know when they'll be getting their answer, so keep them informed and keep your word. You'll find more people are impressed with that aspect of your business savvy and, in their mind, it will make you stand out from the rest of the crowd, as someone they can trust and rely on.

Shameless Plug

Custom Sound Impressions specializes in recordings of all kinds, including IVR, on-hold messages and voicemail ... give us a call or drop us an email to find out what we can do for your company

Signs that you have grown up ...

You go from 130 days of vacation to 14.

Mike's Wine pick: McWilliams Hanwood Estate Shiraz 2003 (Australia) – 13.95

We did a test with this wine ... an array of glasses test, and it passed each one – does that mean it's a high-quality wine – no it just means it tastes good no matter what you drink it from – which is perfect for summer when proper glassware isn't always available. We tried an International Standard Tasting Glass; a crystal Riedel red wine glass; and a plastic cup – in each case the wine was definitely highly drinkable – great for a summer red around the BBQ or picnic. Invite whomever you want and enjoy.

Now Available:

If you love wine as much as we do you'll be glad to know that our wine reviews have expanded into their own newsletter ... go to www.ontariowinereview.com for more wine and winery reviews, wine related articles and much more. Cheers!

Final Thought

Summer's here and the time is right for ... whatever the heck you want ... so make sure to enjoy it. As for us we'll be sitting here in our lonely log cabin on the 14th floor dreaming of sun, surf, sand, and sunstroke – now if you'll excuse us the pool is calling.

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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