



On hold marketing Guru Newsletter

Issue no 9 – March 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:

In this newsletter we wrote our first article that will come in parts ... there was so much to say on the topic of voicemail and telephone etiquette that we had to break it up or you'd be reading this one article for the next 4 months – as it is you will be reading it for the next four months but in "bite-sized" pieces. This month we looked at the auto-attendant.

If you would like to share your opinions and telephone pet peeves with us go to our feedback section at the end of this newsletter and send it to us ... we'll be sure to address it in an upcoming newsletter.

Honey, let's have kids ...

Kids are payback for everything you did to your parents.

Feature: Telephone Etiquette – Part 1

We all have our pet peeves about the telephone: it rings during dinner; telemarketing calls; long distance charges; the telephone company; even being put on hold ... but my pet peeve, and many are in agreement with me on this one, is the un-professionalism that seems to be running rampant in business today. Let's for the moment forget about being on-hold and talk about the things that happen when the phone is answered – and not always by a live person.

First there is the unprofessional way the auto-attendant speaks to you ... maybe it's an annoying voice or an unprofessional tone or even the wrong cadence, stammering or pausing. More than a few times I have thought I was talking to a real live person due to the pausing within a message: "Hello, ABC Company ..." – 3 seconds pause where I begin talking – "if you would like to reach our sales department press one ...". Nothing makes you feel more foolish than talking to a machine that isn't even recording you. Sure this trick is fun at home where you can mess up your friends and have a good laugh – but not in business.

Make sure the person who voices your auto-attendant speaks clearly and concisely, has proper diction and pauses appropriately ... that doesn't mean they sound forced or British ... it means they should be pleasant and your message(s) flow.

Here are some tips on picking a good voice:

Custom Sound Impressions

Custom Writing – Sound Advice – Great Impressions

- Pick somebody from within the company who you believe has a pleasant speaking voice. Take note: that person is not necessarily the one who volunteers.
- You also have to take into consideration the voice you use today may not be available in the future – and with all the intricate menus and trees within the auto-attendant system it is best to have uniformity of voice throughout – so use somebody you know is going to be around for a bit longer than a year or two: the owner; the owner's wife, daughter, son ... whomever.
- Some companies go as far as to hire a professional voice to come in and update their system – that way through all the hirings, firings, attrition, retirement and movement that is common in today's work place your voice will always be available.

Remember that if you have an auto-attendant it gives the first impression about your company to clients and potential clients – make sure it's a good one. The same criteria should be applied for receptionists, although an efficient one may not always have the greatest voice – that's a choice only you can make.

Shameless Plug

Custom Sound Impressions provides voices for auto-attendants, voicemail, and other telephone applications – giving you a seamless unified and professional sounding introduction to your company.

Signs that you have grown up ...

You hear your favourite song on an elevator.

Mike's Wine pick: SCMV 1999 Bobcat Blend – 17.95

There's a recent trend in the wine industry of putting animals on the label; naming your wine after an animal, or both. From Australia we have Yellow Tail with a kangaroo on the front, Pelee Island puts foxes, birds and other wildlife on their bottles and New Zealand has a whole line of cat themed wines from Tom Cat and Fat Cat to Cat's Pee on a Gooseberry Bush (not a very appetizing name but I am told it is quite good). The above mentioned Bobcat Blend comes from California and is a blend of Syrah (75%); Merlot (21%) and Cab Franc (4%) – and unlike the wild cat from which the wine derives its name, it is very mellow (smooth and drinkable) I'd even go as far as to say approachable. Pick yourself up a bottle or one for your animal loving office mates – it won't disappoint.

By the way, SCMV stands for Santa Cruz Mountain Vineyard, home to real live bobcats.

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

Final Thought

Next month's newsletter will continue with telephone etiquette and we'll move from the auto-attendant to voice-mail ... leaving a proper incoming and outgoing message. Ciao for now.

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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