



On hold marketing Guru Newsletter

Issue no 11 – May 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:

We continue our series on telephone etiquette. Last month the length of the article got away from us and we had to split the article in two; when you were suppose to read about incoming and outgoing messages, we only gave you the outgoing part. That is the long explanation of why this is part 2 B – and we've playfully titled it ... (cup hands around mouth) "Incoming!"

One of life's tough questions ...

Why is it that people say they "slept like a baby" when babies wake up every two hours?.

Feature: Telephone Etiquette (part 2B) – Incoming!

My accountant once told me that he doesn't listen to more than 10 or 15 seconds of his voicemails because he just doesn't have the time "so don't leave a long one cause I won't be listening" he admonished me.

In theory the incoming message should be the easiest thing to leave - name, phone number and a reason for the call ... but most of us get muddled up when we hear that beep (yours truly included) – we start rambling about the time of day, the weather, our hopes, dreams, kids – whatever springs to mind; and what's important gets lost in our friendly, conversational patter. The bottom line is that we rarely get to the point quickly ... let's face facts: we are talking to a machine. Your incoming message should be brief and should answer one question: why are you calling?

If you read our outgoing message article last month you know that your outgoing message should tell people exactly what you need so that you get back to them promptly. Now in the same vein as last month we offer up a few pointers, of the incoming variety, to keep you from rambling:

- When leaving a message have some notes in front of you to remind you what you are calling for ... you can really sound silly searching for something to say while leaving a message (and we've all done it).
- Have a scratch pad on hand so you can jot down what the outgoing message is asking you for – i.e.: name, phone number, time of call, best time to get back to you, etc.
- Leave the details asked for and avoid the ums, ahs, ohs and other pauses we find ourselves "crutching" onto ... nothing makes your listener stop listening like an annoying and lengthy message loaded with these fillers.

If you are like my accountant and distain long incoming messages, don't just tell people to be brief in your outgoing message, be brief in what you leave for others (ie: practice what you preach) – if you are ever

confronted about it tell people what my accountant* said; they will respect you for your honesty and learn to respect your time. Keep in mind: people's time is their most precious commodity, be respectful of it and you see you get more calls back. At least that's the theory of it anyway.

* P.S. My accountant is a very personable and chatty fellow in person ... so you quickly forgive his brevity on the phone and in email.

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 ...

You keep more food than beer in the fridge.

Mike's Wine pick: Santo Stefano De Le Cane Boscaini 1998 (Italy) – 15.95

Here's one that's a no brainer ... so good that I went and picked up a half dozen bottles (and that it's the last of its Vintage is another impetus to grab some too) – may I suggest you go out and do the same. For a ninety-eight this wine has aged incredibly well and has another year or two left in its life cycle. The tannins are right there, with an acceptable amount of bite so as not to overpower the wine, you'll also notice a beautiful fruit taste and smell – but beware the cork, the 3 bottles we opened all had very difficult corks to extract. In one case the cork actually crumbled, but the wine inside is well worth the hassle. I would also recommend chilling this one down for about an hour or two in the fridge – this may prove to be an added bonus as the cold may loosen the cork just a bit.

This would be a good one for serving when the boss comes to dinner – on second thought save it all for yourself – you don't want the boss thinking he pays you too much.

Available Now:

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

Now that we are done with the messages that you leave – both incoming and outgoing – next month we'll delve into calling back those who have called you (your message leavers) and what has happened to that simple courtesy.

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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Custom Writing – Sound Advice – Great Impressions

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