



The Telephone Guru Newsletter

Issue no 17 – November 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.

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Opening Remarks:

We have reached the busiest time of the year, for most of us anyway – Holiday time (used to be called Christmas Time). We all start gearing up and getting ready for that time off between Christmas and New Year's – so because we are all so busy we'll make this newsletter short and sweet, with a little humour thrown in for good measure, and a fantastic holiday wine choice.

Some office fun for the holidays ...

Put decaf in the coffee maker for 3 weeks. Once everyone has gotten over their caffeine addiction, switch to espresso.

Feature: Holiday Messages

This time of year things get a little more hectic, the world seems to move a little faster, people seem to be rush rush rushing along ... everybody is in such a hurry, and because of this prevailing attitude some things fall between the cracks, or they are just plain let go until the new year. Don't let your on-hold messages be one of those things. Here's something so simple I feel silly telling you about it, yet it will change your entire message and add life to your current messages: a holiday greeting. Now is the time to let your customers know you appreciate their business over the past year; you can also give people a festive feeling when they are on hold (hard to be mad when jingle bells is playing – unless you've already heard it 80 times today). Give them (if just for a few minutes) the notion that you are not the Scrooge you let on you are the other 11 months out of the year (even Scrooge's heart softened a little). On-hold messaging is the perfect way to wish your customer, clients and callers the best of the season and well wishes for the new year ahead – without having to call each and every one of them personally (cause you have enough to do in December ... and some of these guys and gals can get quite chatty and take up your whole month). Don't give up on this golden opportunity to show some holiday (formerly Christmas) spirit.

Shameless Plug

Custom Sound Impressions calls or emails all our clients at this time of year, not only to wish them a happy holiday, but to remind them about their holiday message. Just another service we provide to keep your messages up-to-date.

Signs that you have grown up ...

You're the one calling the police because those 'damned kids' next door won't turn down the stereo.

Mike's Wine pick: Delicato Merlot 2004 – \$12.45

Here's a wine that is perfect for your holiday table, get together or whatever other occasion you will be celebrating over the next month or so. Delicato has long been one of my favourite California producers and the heaps of awards that get lumped upon them year after year shows that I am not the only one who thinks they have something special in the bottle. This wine is a real pleasure. Smooth, easy drinking and tasty - sophisticated enough to be put on the table (elegant looking label); fun-loving enough to be served from the kitchen; and approachable enough to drink anywhere. A great wine for giving and getting – and especially for drinking; and the great price only adds to the value of this wine. Give it as a gift or keep it for yourself to bring to BYOB's (but you may want to bring two, cause once people find out what you're drinking and how good it is ...). Make sure this merlot is a part of *your* Happy Holidays. Cheers.

As you might already be aware I also write a wine newsletter, which can be viewed at www.ontariowinereview.com, about Ontario wines and wineries. The newsletter you are currently reading has a review about wine from other parts of the world. If you are interested in learning more about wine I invite you to check out www.ontariowinereview.com and sign up for the free newsletter containing wine reviews and insights.

Final Thought

In our office we get busy throughout the month of November and then when the dust settles in December we start cleaning up our office and generally find the things in cracks that we let fall through (if you're one of those 'things' then we'll be sure to contact you in January). Have a safe and happy holiday season. Our next newsletter comes out December 31st and is a fun little piece called "Are You Afraid of Change?" – most of you will end up reading it in the new year – so at this time we'd also like to wish you a happy New Year. Talk with you again in 2006.

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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