



The Telephone Guru Newsletter

Issue no 16 – October 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:

October is one of our busiest months – the summer has finally ended and fall has kicked in with full force, it's back to business for everybody. From the calls I've made and the folks I've talked with, we're all of the same opinion ... so I don't want to take up too much of your time with introductions, let's get right to the newsletter.

One Way to Maintain a Healthy Level of Insanity...

Put your garbage can on your desk and label it "IN".

Feature: Bad Music

For the past few years now I have been courting a certain company to come on board for some on-hold messaging. The constant: "not this week"; "not at this time"; "budget constraints don't allow us to do it now"; have not deterred me from calling back at our appointed times to try and sway their decision. Some people would think I am wasting my time and energy, but I know I'm not. Buried deep within my chicken scratched notes is this notation about their boss: "Boss hates what he hears when put on hold, have to do something about it." Each time I call I make a note about what I hear – AC/DC, Whitesnake, Van Halen ... in fact once, when I told them "Crazy Train" by Ozzy was playing, they said "we really should change the radio station." Suffice it to say their clientele is not of the hard rock ilk.

Now don't get me wrong this is not a rock and roll critique, I have been known to listen to the bands mentioned above on occasion, in my home, in the car, or in the privacy of my office – but I don't subject my taste in music onto others (unless you're my girlfriend cringing through Paul Anka's rock cover tunes – but that's a story for another day), nor would I look very professional blaring my car stereo with Van Halen's *Running With The Devil* seeping out the windows and door cracks, as I as I pulled into the parking lot of a potential client. So why in the world would you subject your callers to that?

You have to gear your music towards your clientele, whether it's the background music of your on-hold messages, the CD you play over the phone, or the radio station you select. Bad choices are made everyday but these ones you can avoid by just knowing your audience. A shipping company I once dealt with had a hard-core rap CD playing over their phone because the warehouse manager liked it; a client of ours insisted on 70's style porn music as their background music to their messages "to show we are a fun-loving company" – their upscale clientele did not find it "fun" or "loving"; and the previously mention company who's hard rock radio station ticked off the boss is probably ticking off other callers too – dare I say more important callers, the paying ones. So why doesn't anybody do something about it? Because there is time involved and that is something we all seem to be in short supply of. The maze to get back to some company's phone

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boards is so confusing it deters people from making the required changes to help keep callers and clients happy – and besides, it's such a "minor thing". But as we learned [last month](#) sometimes it's the minor things that push people over the edge to make a switch.

So no matter what your decision to play over your phone: radio, CD, or on-hold messages, be sure to pick the right one for your company – after-all what's playing conveys both the attitude and image of your company and reflects your feelings toward your clientele.

Shameless Plug

Custom Sound Impressions takes great care to match music, not only to each one of your messages – but also to your industry and identity ... making us the best on-hold production house out there – if we do say so ourselves. (shameless plug remember)

Signs that you have grown up ...

Jeans and a sweater no longer qualify as "dressed up".

Mike's Wine pick: Naked Grape Merlot - \$9.95

How can you resist a wine that has the word naked in it's name ... or a wine that is starting to have an effect on the way we speak: just the other day I was in a winery and heard somebody ask for a "Naked Wine", meaning without oak. And that's just what this is: all the fruit all the time. Delicious, easy drinking and value priced. I would suggest it for your office Christmas party – unless there is too much naked going on as it is, and no more encouragement is necessary ... otherwise it makes a great conversation starter; or even fun client gift. And now you also know the real reason for it's "naked" namesake. 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

We're inching our way closer and closer to the holiday season; that means budgets as well as stomachs will be stretched to their limits. But with all the coming hoopla don't forget about your on-hold message plans ... next month we'll take a quick peak at the holiday message and how to get the most out of it.

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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