



## **The Telephone Guru Newsletter**

Issue no 20 – February 2006

**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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### **In this issue:**

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### **Opening Remarks:**

My "Opening Remarks" section used to be called "What's New" – in it I used to tell you the news and happenings of Custom Sound Impressions – it later developed into a remarks section, in which I talked about the happenings of the day as they related to the newsletter topic. Time seems to change the focus of many things, from our business to our newsletter to our philosophies. With that said, there are going to be some major changes here at Custom Sound Impressions in the next few months, including our website makeover and our focus – we invite you to keep your eyes on what we're doing and pass the word around. Speaking of focus that's the topic of our newsletter this month.

#### ***Maintaining a healthy level of insanity at work ...***

Every time someone asks you to do something, ask them if they want fries with that.

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### **Feature: *Clarity is Key***

In early November I was approached by a business owner to do his on-hold messages ... he was a referral from a good client so I agreed to meet with him right away and begin working on his messages, even though we were at the height of our busy season. We met in his office to discuss his on-hold needs. We started with the various aspects of his business: length of time in business; services offered; what they do for their clients, etc. At the end of 20 minutes I had a good handle on what I needed to start writing and get him the scripts required to make quality, effective on-hold messages. I started to rise from my chair and thank him for his time, that's when he dropped me back into it with these 9 words: "but I don't want to say any of that." As I delved further it turned out my potential client wanted to be "vague", "talk around issues", and "make no promises" via his on-hold messages. "People have to think we can help them if they make an appointment ... we do not make promises over the phone – we need to get them here into the office." The 20-minute meeting turned into 45 minutes with plenty of disagreements as to what should be said on hold, and why it just couldn't work his way. Afterall, I am not in the business of giving people a false sense of hope and security. I left the meeting in a Cole Porter state: bewitched, bothered and bewildered ... needless to say we did not do business, nor did we write a single word for him.

On-hold messages are designed to work with your current advertising plans, to help generate more business and increase sales. They expand on what your current ads express. Our ex-potential client had vague newspaper copy, made teaser-like promises, working in a way to get you to pick up the phone in the hopes that he could help. But he wanted the same thing on-hold and we just weren't comfortable misleading his potential clients in that way. Your on-hold should give people the confidence to do business with you. Give them comfort in the fact that you know what you're doing, and provide them with a multitude of other products and services to make their lives easier and better – not confuse them even further. When

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developing your on-hold messages make sure there is clarity and focus in the copy ... pick your objectives and stick to them – you'll find customer confidence with your company will grow the more straight-forward and honest you are with them.

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### **Shameless Plug**

Custom Sound Impressions keeps clarity and focus as it's number one goal when producing your messages. Watch for our other services coming in the next few months.

#### ***Signs that you have grown up ...***

You actually eat breakfast food at breakfast time.

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### **Mike's Wine pick:** Jackson Triggs 2004 Late Harvest Riesling - \$18.95

Here is one of the wines I reviewed this week for OntarioWineReview, and quite possibly one of the most delicious dessert wines I have ever tasted:

A well made late harvest, or, as I like to call them, "poor man's icewine", is one of life's great pleasures, and this one ranks right up there with some of the best I have ever had. A great nose with aromas of apple, apricot, peach and honey. On the palate a multitude of fruit flavours like apples, honeydew and kiwi; blended with spices such as nutmeg and cinnamon. As it warms in the glass the fruit flavours strengthen for even more pleasure in the mouth. Not overwhelmingly sweet (9), it has wonderful balance between sweetness and acidity. A pleasantly long, lingering finish makes for a spectacular dessert wine, to be enjoyed and savoured; and a great gift to give or to get.

As you might already be aware I also write a wine newsletter about Ontario wines and wineries, for [www.ontariowinereview.com](http://www.ontariowinereview.com). 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 visit [www.ontariowinereview.com](http://www.ontariowinereview.com), there you can sign up for the free bi-weekly newsletter, or just browse through the site.

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### **Final Thought**

With the hectic time ahead we are putting the Guru to bed for awhile ... he'll resurface again and we'll keep you posted a to his return – for now I bid you all a fond adieu and thanks for reading.

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### **Feedback ...**

We invite your comments and feedback on the highlight article or any other part of this newsletter. Send to [guru@customvoicing.com](mailto:guru@customvoicing.com)

### **Quick Links**

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