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## The Telephone Guru Newsletter

Issue no 19 – January 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:

- Opening Remarks: Where I should be vs. where I am
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### Opening Remarks:

I wish I could tell you it's been a bitterly cold winter and that I am writing this while sitting in front of the fireplace with a stogie and a glass of port. Alas that is not the case. The winter has been unseasonably, different, to say the least ... currently it is 6 degrees Celsius and I have been outside for the better part of the day - without a jacket on. That seems to be a good segue for my topic this month inside/outside ... enjoy the read.

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

Specify that your drive-thru order is "to go".

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### Feature: Inside/Outside

Yesterday, I was contacted by a client who wanted to change their on-hold message. They needed a "gimmick of sorts" and wanted to see what their on-hold could do for them.

"We want to offer people on-hold a deal, so we can track how well the on-hold is working," she said.

"Are you advertising elsewhere?" I asked

"No, just through the on-hold," was the answer I feared, and which I was given.

It's at about this time in a conversation that I start my daydream about my 'soapbox speech', which goes something like this:

"People. People ... listen to me." I would begin. "Your on-hold messages are a great form of advertising ... they are your best source for detailed information to your clients, and potential clients. They can give company history; list your products and services; announce new products and services; give out general contact information like your address and fax numbers; focus in on one specific product; give enhancement to a particular service ... there is lots you can do with your on-hold. Except one thing: they can't make people call you. On their own they're practically useless. On-hold messages do not get new callers for you – very few, if any, new people, call specifically to hear your on-hold message; old and current clients will if you have monthly specials. That's why I am a huge proponent of a media mix ... with outside advertising (radio, television, newspaper, etc.) to get your most important message out there: "when you need what we sell, call us" ... mix that together with your inside advertising (on-hold messages) and it gives callers the details about your company; your products; your services – whatever you choose. Any company that believes using one without the other is the just fooling themselves. Using "Inside" without the "Outside" means nobody knows about you – sure you have great services and products and you explain it well while they are on-hold, but you've got nobody calling because they don't know you exist. Conversely, using "Outside" with no "Inside" means you've got lots of callers banging down your door, but nothing to explain your company and what else you can do for them, while they are sitting and waiting to talk to you. You see

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how that works. Inside and Outside advertising working together – in conjunction with one another, to give you a complete message to those clients and potentials.”

I would then smile at the crowd, thank them for their time and wish them well with their business practices. The crowd sits and nods through my speech – and in the end they sit in stunned silence, awed by this revelation. Suddenly, a lone sound in the far reaches of the auditorium, of hands clapping and it begins to rise until it reaches a cacophony of applause, shouts of “Amen” and “My God he’s right” echo through the hall. I step down from the dais where I am greeted by well wishers all wanting to shake my hand while thrusting their business card into my outstretched palm, and begging me to call them.

My daydream ends as my client is asking me “What are your thoughts for what we can do on the on-hold Mr. Pinkus?”

I take a deep breath. “Well Sheila,” I says, “listen to me ... your on-hold messages are a great form of advertising ...”

I realize then and there that I must convert one person at a time\*. Oh well, back to the phone.

\*only in his dreams and in his mind does Michael equate himself as the ‘messiah of on-hold’ – please do not be alarmed.

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### Shameless Plug

Custom Sound Impressions can provide you with high quality on-hold messages – professionally written, voiced and produced ... that will help get out the message you want callers to hear – we work even better in conjunction with outside advertising that will help bring those callers to your phone ... that’s why we’re also very affordable – because we know we are not the only part of your advertising budget. Let us be part of your media mix.

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

Older relatives feel comfortable telling sex jokes around you.

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### Mike’s Wine pick: Taylor Fladgate ‘First Estate’ Port ... \$15.50

There’s an old saying – “any port in a storm” – with very little in the way of storms outside we have to make our own inside. It is still winter and even the pseudo-cold weather calls for a cozy warm fire outside of us, and some warming port inside of us ... as an added bonus it keeps with our newsletter theme (see how I tie this all together). Taylor Fladgate makes this delicious body warming port that you could give as a gift or save for yourself – and the packaging is very attractive too. Expect a multitude of flavours like black byng cherries, almonds, chocolate, plums, sunflower seeds - a sweet fruity nutty taste in each mouthful. Super-smooth and mouth-filling, and as Ken Griffey said on the Simpsons “There’s a party in my mouth and everyone’s invited”. Wait a few seconds after you swallow and the party continues with a great lingering finish. This is one delicious Port ... enjoy!

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

Next month I’ll be back with just as interesting a topic – clarity for your on-hold ... see you then.

**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)

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