

Six Voice Mail Secrets You Need to Know!

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Having a hard time getting your phone calls returned? Here are six proven voice mail strategies that will get you noticed and may even get your prospects and clients to call you back!

- 1. Prepare.** Decide what you want to say ahead of time. The fastest route for your prospects and clients to hit the delete key is to leave a long, rambling message. Practice what you want to say before you make that important call, and keep it short and to the point.
- 2. Speak slowly.** This is especially important if you're leaving a telephone number. Speak slowly, but with authority. Leave your telephone number twice; once at the beginning of the message and once at the end.
- 3. Focus on results.** Here's the reality; the prospect you're trying to contact doesn't care about you or your company, but they do care about the RESULTS your company can get for them. Instead of saying: I'm calling to introduce myself and my company say: "I'm calling because I help companies like yours decrease lost time accidents...increase trade show traffic...build brand awareness quickly and I've got some great ideas I'd like to share with you." You get the idea!
- 4. Ask permission.** If, per chance, a live person does pick up the phone, the first thing you need to know is if this is good time to speak. Nothing will turn off a prospect faster than a salesperson calling at a bad time. Always, get permission to proceed first.
- 5. Stop persuading.** Not everyone is a good prospect for you. Don't take it personally. Be polite and move on if you get someone that is clearly not interested. Pushy and aggressive sales techniques went out with the last century!
- 6. Vary your approach.** Most people won't return your call, but that doesn't mean they're not interested; they're just busy. Use your intuition. When a prospect has good potential there's no reason to stop trying. Just space your calls, and make your messages enticing. And if the phone messages you're leaving aren't getting the results you want, try contacting in a variety of different ways. A personal letter, a spec sample, an interesting article with some useful information may get a better response.

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