



A Professional On Hold System Will Increase Your Sales and Profits

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Short Description of the Presentation:

On hold messaging should be a major part of your overall marketing program. Most of your customers will never come to your office; however, their image of your company will be significantly formed based on what they hear on the telephone when they call. *A professional on hold system instantly tells the customer you are a professional business.* And best of all, the on hold message system provides over 5000 opportunities a year to market your specific products and services to people that already know about you.....and have called your company. That produces sales.

Your telephone is the open door to your business! This presentation will cover the following topics:

- Why and when to put a customer on hold
- Exposure Numbers – Even at 20 calls a day you will produce over 5000 exposures per year!
- Overview of the benefits of having an “on hold” message system
- What does it take, mechanically, to implement an on hold system
- Producing the message (details of content, voice talent and music)
- Content of messages (real examples to listen to) and when to change them
- Should you use your current jingles and/or local talent?
- How much does it typically cost (\$375-\$795/year)
- The cost of your messaging system can often be co-opted!