

101 uses for Toll Free Voice Mail to increase Your business!

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101 uses for Toll Free Voice Mail to increase Your business!

By John G Banks Jr

Well not really a 101, but you can employ a "Silent Partner" for pennies a day and give your business the sound of a Fortune 500 Company!

With a Next Generation Toll Free VoiceMail System you can setup surveys to find out if that idea you have to market is really needed with simple questions and answers. Let the market tell you what they want.

Setup the system to allow callers to request documentation, price ranges of homes, boats, automobiles any type of grouped listing to be faxed back to their fax machine with Fax-On-Demand.

Realtors could have multiple listings, by price, location, size, bedrooms any grouping desired. Home buyer calls in and is greeted with a short message telling them that they can receive a faxed listing of homes under \$100,000 by pressing 01, \$100,000 to \$200,000 by pressing 02, latest listings press 10 and so on.

Automobile/Boat dealers, for this weeks special press 99, used vehicles priced \$5,000 to \$10,000 press 2, credit application press 44.

Are you out of the office most of the time? Follow-Me-Calling will forward calls to any number(s) you desire. When the number reaches you, caller ID allows you to decide to answer or have voicemail pick it up. System would capture all phone numbers that call in for future callbacks.

Have a downline? Just add more mailboxes and broadcast messages quickly. Like to market? Become a distributor and sell systems to your downline. Network marketers need an industrial strength and powerful system that will allow contacts to call in, hear a brief introduction directing them to whichever program they are interested in, pressing the given number, hearing another brief message and then selecting Fax-On-Demand documentation, connect with the representative or leave a message.

Churches need to connect with in/out of town parishioners and visitors. One might call in, hear a brief message and be directed to select the pastors' message press 1, directions press 3, the weeks events

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press 5, upcoming events press 6 and any special messages that the church might want to give to a caller.

Pet stores can offer tips on caring for different animals as well as any special sales they may have going on. Caller calls the pet store and hears a short greeting that directs them to select from an assortment of Fax-On-Demand documents that pertain to the care of rabbits, birds, hamsters, snakes and more. Documents would also contain price list of cages, feed and supplies.

Should the caller not have access to a fax they would be instructed to press # and leave their name, address and phone number for mailing. Lead capture.

Sometimes having a vanity number can make your business stand out from the rest, like 800-COOLCAR, 800-MYHOUSE, you can request it.

No matter what type of business you are in this "Silent Partner" will surely quietly and purposely work 24 hours a day 7 days a week, never complain, be late or ask for a raise.

FreedomVOICE Systems has provided the most advanced toll free service available since 1996. Create an image of professionalism with virtual office system services that allow you to enjoy far greater efficiency in running your business. For as low as \$9.95 a month and 5.5 cents a minute you can have 5 mailboxes and superior services listed on our web site (

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Branding Fiasco -- Better Be Who You Say You Are!

By Eileen McDargh, CSP, CPAE

Our experience as customers offers great instruction into the concept of branding. Come with me on a recent "experience" and you'll see what I mean. Here's the situation:

I want to order an 800 number. On my AT&T bill is a customer services number. I call it. A voice mail gives four options. None of which I want. Just TRY to get a representative. I am instructed to dial another number. I am given three options. Hit 0 for operator and the disembodied voice says I have called after hours. The hours are 7am – 10-pm Monday– Fri. Eastern Standard Time.

Fine. It is now 4am Monday in California. They should be open. By 4:30am in CA I have called repeatedly and punched in all the prompts until I am ready to punch someone. I am still told by a disembodied voice that the offices are closed. I try another number. This time, I reach a computer voice.

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Computer: "I'll try and help you. Tell me in your own words what you want."

Me: "Toll free service."

Computer: "I'm sorry. I did not understand. Let me tell you what services we offer..."

Me: "I want a person"

Computer: "Tell me, in your own words, what you want."

Me: "Toll free service!"

Computer: "I am sorry. I do not understand what you want."

Me: (screaming) "I want a person."

Computer: "I am sorry. I..."

SLAM!!!!

I call 00 in frustration. "Operator!!"

Operator: "How can I help?"

Me: "I have been trying without luck to get someone in customer service. I have been caught in a voice mail hell with an atavistic voice. How do I talk to a person?"

Operator: "I am sorry you are having problems. You can talk to a supervisor."

Supervisor: "Can I help you?"

Me: (heatedly) "I want to ask about a toll free number. I have dialed three numbers and cannot get in. It says the offices open at 7am and now it's almost 8am EST!"

Supervisor: "Oh, sometimes they forget to turn off that message so the phones can ring through. We have to call and tell them."

Me: (incredulously) "You mean the PHONE company has employees who do NOT know their first order of business is to turn on phones to answer customers!"

Supervisor: (calmly) "I am sorry. Let me give you a different number than the one you have been calling. You need to call the office for AT&T 1-800 Easy Reach."

"Easy Reach?!?!?" Who are they trying to kid! I call this "Impossible to Reach".

Branding Lesson #1: Your name sets up an expectation. Live up to it or suffer.

There is a promise established in what we advertise and name things. Southwest Airlines had thought to create a baggage claim delivery time slogan. Then they realized that due to the configuration in a few of their terminals, to quote such a time was almost impossible. They dropped the campaign even though it would have been true in MOST of their sites.

Branding Lesson #2: Your business sets up an expectation. If you don't deliver for yourself -- how can you deliver for the customer?

A phone company that doesn't answer the phones is a scary thought. We'd expect it of any other business, but the phone company!! If you own a paint store and your store is in sorry need of paint, what does that say? If the waiters in a restaurant cannot tell you about food on the menu because they never get to eat it, what does that say? Look at your business with critical eyes. Would you do business with you?

Branding Lesson #3: The past never counts. The present creates the brand.

It is the actual in-the-moment experience that creates a brand in a customer's eyes. Brand is a living entity that is re-earned, renewed, or revoked with every interaction. Advertising only creates awareness. I am convinced the very best, most unique, most competitive maker of a "brand" is the well-trained, empowered employee who can disregard systems and procedures in order to continue a human interaction. As more organizations substitute technology for people, the company that answers its own phone and get humans connected in short order will win the day.

Eileen McDargh is founder of McDargh Communications, a consulting and training company specializing in inner and interpersonal skill development for the purpose of improving the life of a business and the business of life. Visit Eileen at

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Free phone Numbers: help to keep your business going

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NEW TECHNOLOGY ELIMINATES COLD-CALLING STRESS AND ELIMINATES VOICE MAIL AS A SELLING OBSTACLE

Scary Mail

Does Your Business Need a Toll-Free 800 Number?

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