

Upgrade Your Voice Mail Skills

Voice mail is a fact of life in our profession, something we must use each and every day. Most sales people, however, still don't know how to properly leave a voice mail message.

SPO Quick Sales Tip

- Don't rhyme off your name and phone number so fast that the recipient must listen to the message more than once to get it. They will delete it before they will listen to it again. Slow down and always speak clearly.
- When you are leaving your phone number, write it down at the same time. This will ensure you are speaking slowly enough so that your voice mail recipient will be able to write it down too.
- It is common for cell phones to cut out. Sometimes all your recipient can hear is, "613-???-?295" so they have no way of calling you back if they wanted to. Always say your phone number twice, once close to the start of the message, and again at the end.
- Your recipient may not have your number handy when they retrieve your message. Therefore, no matter how well you know the person, always leave your phone number.
- Don't always leave the same voice mail messages for prospects. Script a series, each with a different benefit statement. With persistence, sooner or later one benefit message will induce the prospect to return your call.
- Tired of voice mail tag? Try leaving a detailed message on your first call. That way, if you are not available when your contact calls back, at least they can leave you the answer to your question on your voice mail.
- Not sure how you sound? Leave a co-worker a voice message just as you would for a client, and then ask them for feedback. Did you speak slowly enough? Could they write down your number?

Submitted by Susan A. Enns, B2B Sales Connections
www.b2bsalesconnections.com