

:: Hold Time Advantage Tips ::

6 Steps To Better On Hold Results

- 1 Satisfy 1st Then Sell**
Comfort and inform
- 2 Keep It Relevant**
Good information related to why they called
- 3 Be Specific and Unique**
Yields response and ability to track
- 4 Change Your Message**
Keep it fresh and Support your marketing efforts
- 5 Alternate Music and Voice Talents**
Regular callers will become active listeners
- 6 Keep your staff informed to know your messaging**
So they can understand and respond to caller inquiries

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Sound Marketing Resources