

**“7 Simple, But Devastatingly  
Effective Ways To Skyrocket  
Your Sales *and Build Your  
Brand Recognition Instantly  
With Smart, Highly Targeted  
On Hold Messages*”**



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## 7 Simple But Devastatingly Effective Ways to Skyrocket Your Sales and Build Your Brand Recognition Instantly With Smart, Highly Targeted On Hold Messages

*If you're looking for a smart way to make more sales and enhance your brand without doing any more work then this is the most important report you'll ever read.*

*Here's why...*

*In this day and age you need to take every opportunity you can get.*

*That's why many businesses are discovering the power of Smart On Hold Message systems to build their business.*

Listen ...

... you *could* let your callers listen to silence just to annoy them with how long they've been waiting...

... you *could* play the radio and have them listen to your competitors' ads ...

... you *could* stick with your outdated system you're certainly paying too much for and assuming is working (it is working, isn't it?)...

*Or you could be using this precious time in front of your customers to generate more sales, dramatically improve your brand and tackle some of their buying concerns before they even talk to your staff.*

Until now, most businesses have forgotten that their phone system can be turned into a branding and marketing weapon, getting loads more business for them. But slowly the world is waking up to the power of targeted messages being played to a captive audience of customers and prospects while they're on hold.

**Here are 7 simple but devastatingly effective ways you can use an On Hold Messages system to build your business:**



### **Simple But Devastatingly Effective Way #1 - Service your Customers Better and Faster**

*If you're like a lot of businesses you've got different ways to help your customers. Perhaps they can log enquiries or get answers to their frequently asked questions through your website.*

Maybe they can get the forms they're ringing about online.

Or perhaps they can do a 'live chat' through your site with one of your team.

If so, there's a good percentage of your callers who should not be on the phone. And you can use your on hold messages system to give them a far better option.

You'll save them time and give them better service, as well as reducing the burden on your staff. You're saving money while getting a happier customer. And all you have to do is put a couple of messages directing people to other options to play on rotation.

## Simple But Devastatingly Effective Way #2 - Promote Seasonal Offers

*You might be surprised, but with a good on hold messaging system you can program different messages to play at certain times of the year. Now, a lot of systems don't do this, but a handful do.*

Even better is our system where you can record your seasonal messages months in advance and have them automatically come on between certain dates and times.

Imagine a Christmas message and Christmas offer suddenly coming to life on December the 1st without you lifting a finger.

Imagine this being replaced on December the 26th with a new message and offer for the New Year.

And imagine being able to program your entire specials promotions in advance, and having the messages leap to life the day your promotion begins.

The best part? All this can be programmed in advance so your seasonal messages start and finish bang on time without you having to do a thing.



## Simple But Devastatingly Effective Way #3 - Slash the Number of People Who Hang-up Before Talking to Anyone

***A landmark study conducted by the North American Telecommunications Association found:***

- *90% of callers who are faced with silence hang up within 40 seconds.*
- *Putting music on increases this by 30 seconds*
- **But playing messages while they're waiting increases this by up to 3 minutes.**

Another study, a survey by CNN found that without music or messages, 60% of callers will hang up and 30% will never call you back.

Everyone knows Australia follows the same trends as the US for customer service. In some ways we're even less tolerant. So even if these figures are close it means a HUGE chunk of your prospects are calling you up but leaving empty handed.

If your customers are like most people odds are you're probably losing a huge number of enquiries simply because they were frustrated and uninformed by silence while they were waiting.



But by simply playing relevant messages they're far more tolerant and forgiving of a long wait. And this means more money in your pocket.

So if you rely on people calling to do business with you then you must have messages playing while they're on hold or you're letting the sale slip through your fingers at a crucial moment.

## **Simple But Devastatingly Effective Way #4 - Enhance Your Brand**



*Your on hold messages system is a brilliant way to enhance your brand by sharing snippets of information about who you are and what your brand represents.*

You can share testimonials, give people a summary of your background, even let callers know some of the big clients you work with.

Compare this to using the radio for callers who are on hold where you might actually be advertising your competition who advertise on the airwaves. What a disaster that would be!

Better still you can keep your customers up to date on the latest news on your company and industry. And you can tell them about major expansions and projects, new acquisitions and new product lines.

## **Simple But Devastatingly Effective Way #5 - Demonstrate How Professional You Are**

*Because people typically only associate systems like this with major, successful companies you can instantly catapult yourself into the big league with a system like this. It can make you look bigger than perhaps you are and really demonstrates how professional you are.*

## Simple But Devastatingly Effective Way #6 - Sell More

*As they say, 'the more you tell, the more you sell'. It's so true, and it's why our customers love their smart on hold messages system.*

The reason it works so well is you get a powerful sales message in front of people who are already on the phone to do business with you. You couldn't get a better audience to get your message in front of, right?

It's almost certain that people calling your business don't know everything you do. And by simply making them aware you can generate more sales instantly.

For example, a function centre can make callers aware of optional extras they can have with their function.

A cabinet maker can let buyers know they also do outdoor furniture.

And an accountant can make their callers aware of some of the business services they offer, which many callers wouldn't even know existed.

Best of all, they can make a great offer to the caller and create sales which simply weren't there before.



## Simple But Devastatingly Effective Way #7 - Get Your Customers Into Buying Mode

*The mood your customers are in when they get to your staff has a major role to play in whether they buy from you or not.*

Keep them on hold with silence, a poorly tuned radio station or 'lift music' and they're not going to be in a great mood when they talk to your staff. Makes sense, right?

And under those circumstances it's going to be tough getting the sale.

But with bright, engaging messages their mood will be vastly improved, and you can begin to sell your products or services before your customer even gets to talk with you.

That's because when your customers get on the phone to do business with you, you don't want them annoyed or bored. You want them excited about the prospect of doing business with you, and considering your phone message is often the last thing they hear before doing business with you, this plays a major role in the mood they're in when you actually talk to them.

*Here's something else too.*

It's well known there are 3 major objections people have to purchasing.

**First**, they don't believe in you. **Second**, they don't believe in your company, and **third** they don't believe in your product or service.

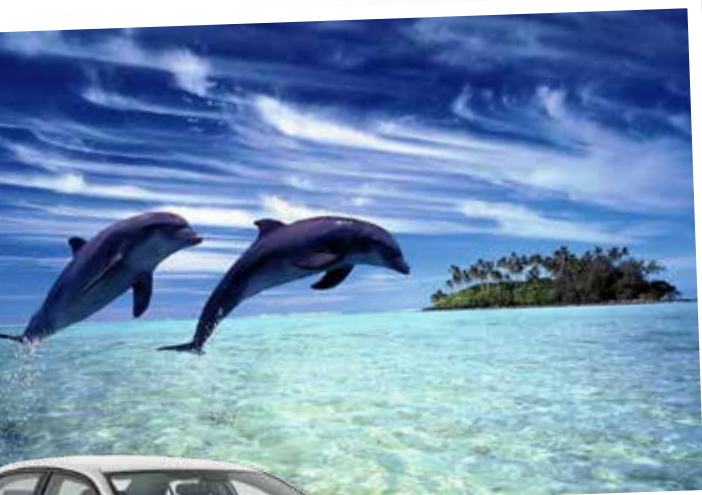
Playing messages builds trust and demonstrates why they should believe in you, your company and your products. And this means the sale is part-way done before they even talk with one of your staff. This is a brilliant way to boost sales conversions, and it's all 100% automated.

**Here at Smart On Hold Options we work directly with you to tease out the BEST options to give you more sales without you barely lifting a finger.**

Not only that, we are the only company offering on hold messages **without any contract**. This means our success depends entirely on your success.

**And we are the only company to offer a 180 day money back guarantee.** This means in the unlikely event you're not absolutely thrilled with your results after 180 days, you can stop using us and we will happily refund the money you have invested with us.

*No wonder businesses are waking up to the real potential of this system.*



To get started right away making more sales, enhancing your brand and eliminating wasteful customer hang-ups give us a call on **1300 467 646**. PLUS when you enquire we will enter you into a draw for a **7 Day Luxury Escape For Two Including Flights & Transfers at the Exclusive Island Views Apartments In Queensland's Beautiful Palm Cove**

**...and If You Are The Lucky Winner You will also have An Exclusive Chance To Win A Brand New Toyota Corolla AND \$75,000 in Cold, Hard Cash**

