

Improve your callback rate by leaving irresistible voice mail messages!

HOW TO GET YOUR VOICE MAIL MESSAGES RETURNED

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INTRODUCTION

It was with some reluctance that I wrote this book.

For one thing, it took a lot of effort. And I happen to be lazy.

The other reason is that whenever I would present my “How To Get Past The Gatekeeper” seminar, there always would be one or two people who would complain, *“That’s all well and good, but I’d prefer to learn how to leave a good voice mail message.”*

And I’d say, *“But....If you could, wouldn’t you rather get the person live on the phone?”*

And they’d say, *“No!”*

And I realized that many salespeople actually prefer leaving a voice mail message to talking to the prospect on the phone...due to fear.

It’s a lot less intimidating to simply leave a recorded message and hope that the person returns your call. Meanwhile, you can turn in your call sheet to your sales manager, showing that you made lots of “contacts.”

On the other hand, it’s true that for some prospects you can’t even get a gatekeeper on the phone — or, more accurately, that for some prospects voice mail **is** their gatekeeper.

So I offer these ideas, tips, techniques and strategies not to the salespeople who leave voice mail messages out of fear but instead for those who ultimately want to reach every prospect they can in a live conversation.

In the course of my research for this book, I came across a presentation that some consultant gave on this topic. Like a lot of consultants, she didn't base her techniques on real-world experiences. Instead, she based it on a book she read.

She teaches what you might call a “blueprint” of a standardized script you should follow when leaving cold-call voice mail messages.

Without violating anyone's copyright — and while representing the “blueprint” as accurately as possible — I will now share with you an example of a voice mail message that follows the principles apparently taught in the book she read.

If you prefer to use a traditional approach to voice mail, you can copy this example.

Personally, I hope you **won't** follow this blueprint, because of the three underlying precepts of this book:

- 1. The only goal of a voice mail message is to get the call returned (or, ultimately to result in a live conversation).**
- 2. Most voice mail messages left by salespeople are not returned.**
- 3. Therefore, the methods commonly employed by most salespeople usually are ineffective.**

But if you believe the conventional approach to be just fine, here is a faithful example:

“Hi, my name is Dan O’Day and I am with Z-100 Radio. I understand that you are the Advertising Manager for ABC Widgets, which means you are responsible for the advertising in the Riverside area. I work for a division of XYZ Broadcasting that specializes in creating advertising campaigns that are specifically designed to drive sales for companies like yours. We have worked with everyone from Brand X Widgets to Brand Z Widgets. For example, last year we did an advertising campaign for Brand X Widgets in which we helped them advertise their new Super Widget. I would love to give you more specific details about other successful campaigns we have designed and talk to you about how we can help you meet your goals in Riverside. My name is Dan O’Day and you can reach me at 310-476-8111. That number again is 310-476-8111. Thank you and I look forward to your call.”

Well, there it is: A professional voice mail message which, according to some book, contains all the elements required to stimulate a callback.

Lots of luck.

I’m not going to bother to analyze that message and list all the things that it does wrong.

But I will point out something that the creator of this “blueprint” doesn’t quite understand:

The average business executive sorts through his mail over the wastebasket. As soon as he mentally identifies something as “junk mail,” he drops it into that wastebasket. And the majority of his mail goes directly into the trash without ever being opened.

The average business executive listens to her voice mail messages with her finger poised over the “delete” button.

And as soon as she decides this phone call is **not** one that she needs to return or one that she will benefit from returning, she hits “delete”...

...and never looks back.

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