

How to Hire a Salesperson Who Works 24-7-365

By Tom Borg ©2013

Imagine if you will that you had the services of a magnificent sales person who you paid a paltry amount of money, yet he or she would work for you 24/7/365.

While it is not for every small business, **having a powerful phone message on-hold can add dramatically to your bottom line.** Despite this statement, many small business owners do not have or use such a service. Some of the objections to having a solid message on-hold include:

- We don't want to be so impersonal.
- We are so small we don't need it.
- It costs too much money.
- It is a hassle to maintain properly.

Yet, in my research with clients who use a message on-hold system, and the providers who offer this service, the evidence is overwhelming that a good message on hold system can annually bring in thousands of dollars of additional revenue to your business.

Here are three reasons to consider having a good message on-hold communication system:

- It can enhance your image. When a person calls your company and is put on hold while waiting to talk to a particular person, a good message on-hold, can create a more professional perception.
- It is an excellent opportunity to educate and inform. Tim Brown, Owner of www.EasyOnHold.com says, "while a prospect or client is waiting on-hold your message can educate them about your company's services, mission statement, areas of expertise and anything else that would be important for them to know."
- 100% Exclusivity. With most forms of advertising, you are constantly fighting for your audience's attention, competing against TV, radio, outdoor advertising or social media, to name just a few. With a good message-on hold system, your message and only your message is communicated directly to your listener.

As I have always said, "If your prospects or clients don't know about specific services or products that you offer; they don't exist, at least in their minds.

Prices vary on the amount of services you want. However, a good system starts at about \$750-\$850 plus an annual maintenance fee. This type of an investment is self-financing. In other words it pays for itself with the additional sales your company will incur because of its' effectiveness to communicate your products and services.

When you have your message on-hold up and running, you will be utilizing the power of a 24/7/365 salesperson that can boost your sales and your profits.

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Tom Borg is president of Tom Consulting LLC. in Canton, Mich. He and his associates work with small and mid-size businesses. They show them how to think without the box and maintain a profitable business. Contact us at www.TomBorgConsulting.com 734-404-5909.

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