

What's Your Voice Mail Message Saying?

If your voice mail message isn't working for you, it's time to change it.

The Voice Mail Message is a powerful sales and relationship building opportunity. It is the voice of your brand and every caller's first impression of you. Pay attention to your own reaction when you hear others' voice message greetings. Do you smile? Did they gain your confidence? Did you get a quality customer experience? Are you deciding if this is someone you want to do business with? Details count and voice mail message is a much overlooked detail to build your business. If your voice mail message isn't advancing your image, then it's time to change it.

Sales Huddle Energizer

- For 5 minutes sellers call each other's voice mail (live or privately).
- Listen without commenting.
- Vote on who's message is the best and discuss why.
- Decide the "musts" to include in a voice mail message.
- Suggest sellers create new voice messages with all the "musts".
- Listen to the new messages to see if the sellers understood this strategy or request sellers to call and listen to each other's new message and provide feedback.

The small details, such as voice mail messages, do make a difference.