



Voice-mail: Just Deal With It



Hello, is anybody listening, hello, are you there?

Next to whining about unfair pricing issues, getting voicemails returned is probably the number one gripe I hear from sales professionals.

Every day you're faced with having to leave voicemail messages with the hope of getting a return call so that you'll have something to discuss at the next meeting with your sales manager. As exasperating as it is, it's becoming the conventional way of doing business in today's fast-forward, vacuum-like business climate. We may not like it but it's the new reality.

So how do you get the overworked, overstressed prospect that spends half their day putting out fires and the other half dealing with 150 email and voicemails (one of which is yours) to return your call?

Here are 5 tips for getting your voicemail messages returned.

1. Act like a professional – “Dave, Randy Rhodes calling. 321-987-6543.” – forget trying to impress by giving your position and current employer; it's just not that compelling and no one's impressed with self-aggrandizing piffle in a voicemail; get down to grits.
2. Use Referrals – the best way to keep someone's attention and get your 3.5 seconds beyond being deleted, is to mention someone they know. Get it in right after you tell them who you are. “Hillary Pepper suggested I call”.
3. Demonstrate your resourcefulness – there will always be triggering events that can be used as relevant talking points – events that have happened that impact the prospect – like: mergers, new products, new game-changing legislation and so forth.
4. Speak to business results - ideas – tie it all together with how others have had successful outcomes based on your help, your product, your idea. Make them imaginers. (don't tell them everything – pique their curiosity)
5. Carry yourself and speak with the confidence of a colleague or peer – don't grovel trying to weasel a 7 minute appointment – instead use the same tone you would if you were talking with a colleague or business friend about an idea.

Script it. Every pro uses an outline to ensure they get it right.

Oh and one last thing, ask yourself, would I return this call? If you hesitate to say yes, change it.

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