

Helen Moses

YOUR VOICE & MESSAGING COACH

Make Your Voice Mean Business™ on the Phone

How you answer the phone matters! If you are conducting business, speaking with professionalism (or not) can win or lose customers. Here are some tips to help you instantly establish rapport with the people who call you and set you up for business success.

1. If you use your phone for business and personal calls, make your outgoing voicemail greeting represent your business. Your friends and buddies don't pay your bills!
2. Consider your outgoing voicemail greeting and the voicemail messages you leave for other people. Be succinct, professional, and pleasant. Also be sure to use your business name in your recorded messages if you are calling someone you don't know well.
3. Always assume your call will go to voicemail and think through what you will say *before* you make the call.
4. Stand (or sit) up and smile when you answer the phone. Your callers can hear your smile as you speak, and good posture adds a confident tone to your voice.

Outgoing Voicemail Greeting Guide

Does your voicemail greeting sound professional? Is it the right length? Can people understand you? Are you wondering what to say in your greeting?

Consider:

1. Who might be calling?
2. How quickly can you promise to return their call?
3. Do you want them to leave details or not? (The more details they can leave, the easier it will be to follow up with them.)
4. Keep it brief (Under 30 seconds is good. Under 20 is great!)
5. Add your unique twist (tagline, final phrase, a bit of personality, or something else unexpected)

Voicemail Makeover- Change Your Greeting, Improve Your First Impression

Before (editor's notes are in red lettering in parentheses):

Hi, you've reached the voicemail of Ken Parks. I'm sorry I'm not here to take your call right now. I'm either in a meeting or with a client (not necessary to say - it's obvious you are not available since they have reached your voicemail) but please leave your name, number and a detailed message after the beep (everyone knows to wait for the beep these days), and I will be happy to get back to you as soon as I can (this could be interpreted as "you are sort of important to me - I'll call you back when I get around to it"). Thank you for calling, and have a blessed day.

After:

Hi, you've reached Ken Parks of Parks Acupuncture, serving you with "on-target" healing. Thank you for calling. Please leave your name, best call-back number and a detailed message. I make it a priority to return calls on the same business day.

The "After" message is shorter, includes the name of the business, adds a tagline, omits unnecessary words, and conveys that Ken cares about the person leaving the message. Small changes make a big difference!

"Think your voicemail message doesn't mean anything? WRONG! I had no idea how much a simple message can affect what people think of me. Helen listened to my message and gave so much feedback I had to take notes. It was a valuable lesson in a first impression by phone."

– Marcey Rader, Productivity and Health Coach. Bestselling Author and Speaker.