

Overview

Leaving great voicemails increases your odds of success. Great voicemails generate immediate interest, curiosity and a more likely response. Despite technology advancing and providing multiple other avenues for you to connect with a prospective customer, voicemails remain a very important tool in your arsenal to reach important contacts. In fact, most seller's reluctance to leave voicemails combined with the ever growing number of salespeople who don't know how to leave an effective voicemail, actually works in your favor. Think about it, if your voicemail is unique and intriguing, you'll stand out compared to your competitors who are trying to reach the same individual and you stand a much better chance of being the person your contact actually calls back.

Think of Voicemails as Highly Targeted Advertising

Sometimes, salespeople develop the wrong attitude about voicemail. The truth is, although it's a barrier between you and your prospect, voicemail gives you a fantastic opportunity to make a mini pitch, with your voice and message directly to your prospect.

Three things you need to do when leaving a voicemail:

1. Sound important - Bring your voice of authority (friendly authority!)

Put some credibility into your voice tone. If you sound like someone that is struggling to get through, then you probably won't. If you sound important, like you're a very competent professional and this is a call to be taken seriously, then you increase your odds of a callback.

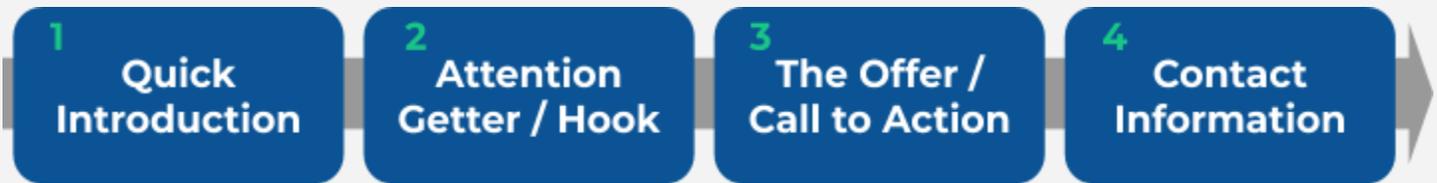
2. Generate curiosity

You have just a few seconds to get the attention of your prospect before they hit the delete button. You can't put a lot of fluff into your message that makes you sound like a nervous salesperson. You have to say something interesting quickly because that first 10 seconds is really selling the prospect to listen to the next 20 seconds.

3. Offer something of value

You need to offer something of value and do it quickly. Asking for more of their time or asking for an appointment to sell them something is not offering something of value. People respond to ideas from people or organizations they don't know based on how compelling the offer is.

4 Steps to an Effective Voicemail



1 Quick Introduction

Remember that most people you are calling are busy and don't have the time or interest to listen to a rambling voicemail. You need to answer a few questions that immediately flash in their mind:

1. Who is this?
2. Why are they calling?
3. Why should I care, does this call matter?
4. What do I need to do next?

You will "earn" 5-10 more seconds as you check off each question listed above. So don't beat around the bush and introduce yourself in 1 sentence or less (a simple few words), and quickly move to your "Hook"

2 Attention Getter / Hook

This is the heart and soul of a winning voicemail. You need to talk about something that matters to this person in an intriguing way. That combination of the right topic, said in a unique way is what causes a person to listen to the rest of the message. If your Hook is sufficiently motivating, you'll get a callback. If your Hook lacks anything compelling, chances are your prospect will delete the message before you even finish.

3 The Offer / Call to Action

Once you generate some sincere interest during your Hook, the natural next step is to tell the prospect what you want them to do. Often this a callback, but not always...sometimes an effective strategy is to ask the prospect to reply to an email, sign up for a webinar or click on a link in your email and book an appointment. Think carefully about what you want the prospect to do, and give crystal clear instructions on how to take the next step.

4 Contact Info

Finally, leave your contact information **TWICE**. Think back to the last time you listened to a voicemail. Most of the time your prospect will not have a pen and paper in hand at the end of the message. Repeat your name at least once in the closing sequence and then we strongly suggest that you leave your phone number or email twice, giving your prospect the opportunity to write it down the second time. Look carefully at the examples to see how this can sound natural and smooth.

Tips to Make Your Voicemails Better

- ❑ Announce your name and company in a confident, fast paced way.
- ❑ Build curiosity by offering an answer to a problem or question. Give the prospect a reason to call you back.
- ❑ Think of a voicemail as a teaser ... you're teasing the prospect to respond.
- ❑ Tell the prospect what to do ... if you sent an email, tell him to go back and read it and respond with some scheduling options.
- ❑ Keep the pace moving but don't rush. Sound confident and important.
- ❑ Repeat your contact info at the end.

>> What to do next...

Now that you understand the concept, the next step is to look at some specific examples that top communicators in your company use when communicating with customers.

GO TO YOUR COMPANY'S EXAMPLES