

# 9 Ideas-Prospects Call You Back

When dealing with today's busy entrepreneurs, use these ideas in your voicemail messages to establish your credibility, intrigue curiosity, and get return calls.

## 1 Be friendly and business-like

Put that smiley business face on when calling. "Hi Heather, Annie calling from CustomerLove. I would love to share with you some awesome customer care ideas. Please call me at 555..."

## 2 Reference any referrals upfront

The single best way to keep prospects listening is to mention the name of a mutually respected person in their field. State this person's name right after your brief introduction: "Sarah Sharp suggested I call you."

## 3 Show you've done your homework

Let them know you prepared for this call by researching their business. Tell them if you've worked with other similar people or companies. You might say, "I was on your website and noticed..." or "In working with other Law firms, I know they're struggling with..."

## 4 Mention a recent newsworthy event

Bring up recent events that create a need relevant to your offering. This includes things like changing trends in their field, social networking, cost comparisons, or brand awareness. Let them know this is what triggered the call.

## 5 State a strong value suggestion

Prospects are always interested in the business outcomes you can deliver. Instead of talking about your product or service, use business terminology and metrics: "53% of the 80% people active on Social Networks follow a particular brand...shouldn't that brand be yours?"

## 6 Share a fresh perspective

Nothing is more tempting than ideas, insights or information that can help eliminate their problems or achieve their objectives: "58% of small business owners saw a drop in marketing costs by moving to Social Marketing." Would that benefit you?

## 7 Your first call agenda

Keep this first call with your prospect all about them. Ask them for a list of their most important needs. Then you can present your unique products and passion for customer care, fulfilling their needs with your solutions.

## 8 Sound like a trusted peer

Today's owners want to work with sharp, knowledgeable people who bring personal value to the relationship. Talk to them like you would if you were calling a close entrepreneur with an idea.

## 9 Use a script as a foundation

Without an outline, you'll ramble on-and-on, which virtually guarantees you'll be deleted. You have 30 seconds max on a voicemail. Every word counts, so make sure you get it right. If you get deleted, you've blown the opportunity.