

The Perfect Voicemail Greeting

In a **pickle**



It isn't always easy to answer your telephone when you are in a meeting with a client, out of the office or simply working against a tight deadline. So, when you are busy, what happens to your calls?

If your phone just rings out, it gives a poor impression to potential customers and they may simply go elsewhere, feeling that their business isn't important to you.

If your business is one which relies on telephone contact then maybe a Call Handling Service is something to consider? If this seems a little excessive then why not spend a little time composing a really good voicemail message, which not only encourages potential clients to leave a message, but leaves them feeling that their call is important to you?

Before you start, put yourself in your caller's place and ask yourself "How would I want to be treated if I couldn't immediately talk to the person that I called? What would I want to know from the voicemail? What should I do?"

Here are Our Main Elements of a Good Voicemail Greeting:

- Greeting
- Your Name
- Your Company Name
- Statement that you cannot take their call right now
- Invitation to leave a message
- State when they can expect a return call
- Who they can contact for immediate assistance (if applicable)
- Make it no longer than 20 - 25 seconds
- Avoid giving out so much information that the caller forgets why they called!

A good voicemail may go a little like this:

"Hi, this is Jim Smith from ABC Engineering. I am unable to take your call right now but I would like to return it as soon as I can. So please leave me a brief message after the tone including your name and number. Thanks for your call"

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An example of a bad voicemail greeting would be:

“Hi, this is Jim. Leave me a message.”

Or worse:

*“This is the Vodafone voicemail service for *****. The person you are calling is unavailable. Please leave a message after the tone”*

Chances are if you haven't customised your voicemail then this is what callers will hear, giving them no clue that they have even dialled the right number!

Why not find a quiet spot and re-record your voicemail message now before you forget? Set it up and then forget about it safe in the knowledge that your customers will feel confident that their call will be dealt with even if on the odd occasion it can't be immediately.

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