



What do your messages say about you?

Most of us talk with our customers everyday either in person or via telephone. We make an impression. If it is a good one, our chances of them doing business with us increase; if not, well let's just say you might be making a career change sooner than you had planned. Most sales people do make a favorable impression in person.



Have you stopped to consider what kind of impression you make on voice mail and email? Many sales people refuse to leave a voice mail when calling a prospect or customer. Often it is said "Why leave a voice mail; they won't call me back?". Intriguing: Have you thought why they don't return your call? Many times it is because your message does not stand out. In our courses, we discuss value statements. These are short statements that differentiate the value of doing business with you and your company. They can make your voice mail and email messages stand out. Use them. Make sure you give the prospect or customer a reason to return your call. Don't call *just to check in*. Offer something of value to your prospect in your message. Establish an action item for your prospects with a sense of urgency. Give a reason why they should call you right away.

Tips for email: Use a catchy subject line. Many people decide to open your email based on the subject line. Your subject line should answer the question, "Why should I read your email?" If it doesn't, your email goes unread. The same rules for voice mail apply to email. Keep it short. Establish an action item. In today's, "I want it now, instant gratification" society, it is hard not to click that send button as soon as you finish typing your email. Resist! Wait a few minutes. Come back and reread your email. Does it really say what you mean? Can it be misunderstood? Have someone else check the important ones. Check your grammar as well. Email started out as something among friends. Now that it is part of professional communication many of the same rules for snail mail apply to email. It's a cliché for a reason: You only get one chance to make a first impression.

The next tip — on or about Oct. 18 — Calling on people in person.

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