



WHY YOUR PROSPECT CAN'T RETURN YOUR VOICE MAIL

It seems like one of the most discussed topics in the online sales networks these days is how can sales people get more prospects to return their voice mail messages. My answer to you is, regardless of the actual message itself, you first have to stop making the mistakes that make it impossible for the prospects to return your calls even when they want to!

The biggest mistake sales people make when leaving a voice mail message is they talk too fast. Many sales people ramble on for more than a minute in a disjointed uninteresting message, only to fire out their phone number as quickly as humanly possible at the end. The prospect, finding it impossible to make out the call back number, can do nothing else but to delete the message and hope the sales person speaks more slowly when they call back the next time.

This common voice mail mistake is evidenced in an online post where one prospect commented that, although he was actively in the market to buy the product that the sales rep was selling, he finally had to give up after he tried to make out the phone number five times.

To prevent this, write down your phone number at the same time you say it in your message. This will ensure you are speaking slowly enough so that your voice mail recipient will be able to write it down too.

Taking this a step further, make sure you always leave you phone number in your message, regardless of how well you know the person at the other end. The recipient may have pulled messages from a different phone outside of the office, or your number may be buried in a file on their desk, well out of reach. If you don't leave your number, they literally may not be able to call you back.

Not only should you always leave your number, but you should always leave your number twice. The reason is that, even in this day and age, cell phones are not 100% reliable. Sometimes all your recipient can hear is, "613-??-?295" so they have no way of calling you back even if they wanted to. Leaving your number twice virtually eliminates this problem.

If you are not sure how your messages sound, leave a co-worker a voice message just as you would for a client, and then ask them for feedback. Did you speak slowly enough? Could they write down your number?

Remember, if you want to improve your call back ratio, you first need to ensure that you are making it possible for the prospect to return your call in the first place.

For more proven sales tools to help you and your team reach your sales potential, Download [Action Plan for Sales Success](#). This [sales training program](#) includes the techniques used by today's top producing sales professionals and comes with 100% money back guarantee. It's also available as a [sales training eBook](#).

Aim Higher!

Susan A. Enns, B2B Sales Connections

Susan A. Enns is managing partner of [B2B Sales Connections](#), an online sales training website with free sales resources, a specialized job board & free resume listing services for business to business sales professionals.



She has a proven track record of success, with over 22 years of direct sales, management and executive level business to business experience. Her accomplishments include consecutively being the top sales rep in Canada, managing the top sales branch, and achieving outstanding sales growth in a national channel sales organization.

She has written the eBooks “Action Plan For Sales Success” and “Action Plan For Sales Management Success”, created numerous automated sales tools, and she writes and edit the company’s newsletters. Her work has been published in several locations numerous times and has sold on four separate continents.

Susan has served on the Leadership Executive of the Sales Professionals of Ottawa (SPO) since 2008, and is currently the association's President. She has also been a guest lecturer at the School of Business at Algonquin College as well as a guest speaker for SPO. For more information, visit www.b2bsalesconnections.com or contact Susan directly at www.twitter.com/SusanEnns, or www.linkedin.com/in/susanenns.