

# Here are three ways Sound Hold can improve your business

## Sales & Marketing



Use it as a marketing tool to increase your bottom line

Use Sound Hold as a **marketing** vehicle to advertise your products and services to callers.

- ♪ Inform callers about your most profitable products and services.
- ♪ Use it as a teaser for discounts and specials that you're offering.
- ♪ Use co-op dollars for advertising a vendor's specific brand of products and services.
- ♪ Cross sell related companies or divisions.



- ♪ Try corresponding the hold messages with other promotions, sales flyers, newsletters and other advertising.
- ♪ Use Sound Hold to educate callers about what's new in your business and industry.

## Image Enhancement



Give your company a solid, classy image that makes people want to do business with you

Sound Hold is a great way to **enhance** your **image**. A professional **image** is everything to a business.

- ♪ Reinforce your company's image as an industry leader and boast how long you've been in business.
- ♪ Announce industry awards, recognitions and association memberships.



- ♪ Sound Hold helps you stand out from the rest of your competition and lends a hand to your reputation and credibility.
- ♪ A professional blend of music and messages is a great way to show your attention to detail.

## Customer Service



Let your callers know you care about them and that you appreciate their call and their business

Music and message on hold can be used simply as a **customer service** tool.

- ♪ Your alternatives to Sound Hold are not likely in your best interest. For instance playing the radio-on-hold is illegal and some stations have offensive music, annoying DJ's or possibly your competitors commercials. Likewise, callers don't appreciate the "silent treatment" while on-hold. They want to know they are still on-hold and that you appreciate their call.



- ♪ Sound Hold is a proven method to reduce caller abandonment.
- ♪ It pacifies and comforts callers.
- ♪ Save your callers time and answer frequently asked questions while on-hold.



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#### What is Sound Hold?

Sound Hold is a service that features custom messages and music, tailored for your business; it is broadcast through your telephones hold circuit. All calls placed on hold will hear your custom music and messages. Our unique system is designed to give you complete control of your on hold messaging. This allows you to change or update your music and messages as needed whenever it's needed. Providing you the flexibility to deliver current offers and compelling communications to your callers.

#### Messages? Voices? Music?

- Our experienced staff of writers will create messages designed specifically for your business. Our goal is to create compelling content that delivers a result for you. You can be involved in the writing process as much or as little as you desire.
- A pool of professional male and female voice talents are used in the production.
- An extensive music library is available from Bach to rock, plus an array of sound effects can be used. All music and sound effects licensing fees are included in the service.

#### How does it work?

Through remote load micro-chip technology, our digital announcer uses your current phone system to broadcast your custom program through your telephone hold circuit.

#### How much is Sound Hold service?

The rates are based on a yearly service agreement and packages are based on the level of services you desire. Ask for a free 30 day trial of our system. Please ask your representative for a rate guide or custom proposal for multiple locations.



*"Custom music and messages delivered through your telephone hold circuit"*

Sound Results provides service to clients in all 50 states, Canada and Puerto Rico. Here is what some are saying...

*"This is the easiest and most cost efficient Advertising on the market. I love your Company!"*

Electratec

*"What I appreciate most is your commitment to doing quality work and providing outstanding customer service."*

Auto Group

*"We've received positive feedback from a number of our customers regarding your excellent message. Thanks for a job well Done."*

Sir Speedy Center

*"I wanted to recommend a new service. It enables us to educate and inform our callers about all our amenities and services while they're on hold."*

Holiday Inn Property



## GUARANTEE

We have taken care of all of the risk and worry with our solid satisfaction guarantee.

If within the first 30 days of service you find the same service for less, we'll refund the difference. Or if you are not 100% satisfied with our service, we'll refund the unused portion of your service fee.