

BACKtalk systems inc



What is *Back Talk* Sound Hold?

Sound Hold is a service that features custom messages and music, tailored for your practice; 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 patients.

Messages? Voices? Music?

- Our experienced staff of writers will create messages designed specifically for your chiropractic office. 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 mp3 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 *Back Talk* Sound Hold service?

The rates are based on a yearly service agreement of just \$288 a year or paid monthly at just \$25 a month. With an initial activation fee of just \$99. Call 800-379-7787 to order your system today.

What are you saying to your callers?

You have a captive audience in every caller that's placed on hold and it's an interested market, since they've called you. This traditionally unproductive telephone time can be transformed into a strong opportunity for educating your patients about products and services you offer.

Use *Back Talk's* Sound Hold System to...

- ♪ Educate patients on the latest treatment options
- ♪ Welcome their referrals
- ♪ Give hours of operation and directions to your office
- ♪ Inform patients about your financial policy
- ♪ Direct them to your website

Why an on-hold system?

If your average caller spends 30 to 60 seconds on-hold, our system provides you with targeted messaging that keeps callers on the line while sharing the information YOU want to share. Junk mail gets tossed, print ads are overlooked, but a professional on-hold system is a marketing tool that cannot be ignored. Compared to other advertising alternatives, nothing is as effective, specifically targeted or cost-efficient as on-hold messaging.

How do I order the *Back Talk* Sound Results system?

Simply call 800-379-7787 and ask for the special *Back Talk* System. Or log on to

www.soundresults.com/backtalkorder

Provide us with pertinent details about your office, and we'll get a system ready for you.



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



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 any unused portion of your service fee.