Using Voicemail Effectively in Sales

adapted for the Automotive Retail Academy for internal use only
Sometimes when you make a sales call, you have no choice but to leave a voice message. Voice mail is a great way to initiate sales, for a number of reasons:

- It is an unusual medium
- You get the prospect alone
- He or she is not interrupted for the short time that you have their total attention
- They can listen to the message again if they wish

But you have to answer the following questions when you leave a compelling message:

- Why should this person do business with me?
- Why should they call me back?
- Why should they listen to me the next time I call?

Thus, the following guidelines will help you to make sure that you make the most of this powerful sales tool:

- Do your homework: you need to plan carefully, in order to understand how their business or life works, and also to give a value for what you are offering.

- Prepare your voice mail message in writing, and rehearse it a few times.

- Also be prepared for what you will say if they actually answer.

- Keep it short, and tell them up front that it will be short. Thirty seconds is a good guideline.

- To build your credibility up front, can you use the name of someone that the prospect knows and respects?

- Your voice is critical. It should:
  - Be softer, slower and deeper rather than loud, fast and high-pitched
  - Be clear and distinct
  - Repeat numbers, and even spelling of names

- Introduce yourself clearly and distinctly first.

- Then tell them about the reference, if any.

- State how long this message will take to listen to.

- State the reason for your call, and especially emphasise how you will save them money (or make them money).

- Declare the value of your offer.

- Suggest a limited time frame for your appointment: telling them it will be short is more likely to get results.

- Give your telephone number, and speak clearly. Repeat it again.
• Thank them, and say that you will call back later to follow up on the call if they don’t get a chance to do so.

Here’s an example:

Good afternoon, Mr. Conradie. A mutual friend, Dr. du Toit suggested that I contact you. This message will take about thirty seconds of your time. My name is Dave Brink from the XYZ Group. The reason for my call is to let you know of an opportunity that seems just perfect for you (and your company). I did some homework, and I have estimated that you are paying about twelve percent too much for printing costs based on the numbers that you print every year. This works out to about R268 000 per year for your business. If you would like to save this R268 000, I will need about 15 minutes of your time. My telephone number is 082 444 5555. I’ll repeat that: 082 444 5555. If you can’t reach me, I’ll follow up with you in the next few days. Thank-you very much for your time. Goodbye.

Now re-write the above in your own style and unique to your dealerships brand and products.

Tip – Think about rising maintenance costs of having an older vehicle, price increases and continuously reducing trade-in prices

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