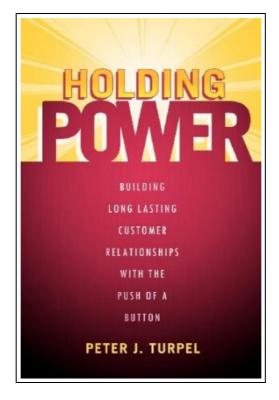
Holding Power: Building Long Lasting Customer Relationships with the Push of a Button



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HOLDING POWER: BUILDING LONG LASTING CUSTOMER RELATIONSHIPS WITH THE PUSH OF A BUTTON



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Paperback. Condition: New. 125 pages. If Alexander Graham Bell could see todays communications marvels, says Peter J. Turpel, hed want to know one thing: Is the technology bringing us closer together, or is it separating usAs president of Phone On-Hold Marketing Systems, Turpel has emphasized the human touch since founding the company in 1984. The telephone, even in this age of digital diversity, is the ultimate communication tool but one that businesses often fail to appreciate. With an on-hold network, they have an indispensable opportunity to build relationships, loyalty, and the bottom line. A companys marketing efforts all those ads, promotions, mailings focus on getting that phone to ring. And once it rings, your company must cultivate the caller. On-hold time is inevitable, but its not being on hold that people dislike. They dislike being ignored. They want respect for their time. Theyre annoyed by an insincere were sorry youre on hold, we appreciate your business, followed by inane music or silence. Theres a better way. A professional on-hold presentation is productive and entertaining and skillfully builds the brand so essential to sales. Callers on hold appreciate useful and engaging information. They want to do business with a company that shows it cares about them. This is an opportunity to build relationships to keep them coming back. Its the perfect time to tell callers whats unique about your company what sets you apart and what special promotions youre offering. You can engage and intrigue them rather than frustrate them. Turpel knows what works! And he knows busy executives dont have time for do-it-yourself systems that fail to deliver. They are learning that the technicians who design the phone systems are not the ones with the marketing savvy to use them to best advantage. They are learning that professional studio productions pay...

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