



8 Biggest Voicemail Mistakes Jeff Beals

1. Talking too much

Sales voicemails should be less than 20 seconds, 30 seconds maximum.

2. Giving up too soon

It typically takes eight or more voicemails to get a prospect to call you back. Most people quit after two or three messages, because they're worried about being pesky or sounding desperate. I'll admit it feels weird to carpet bomb a prospect with eight or more voicemails, but if each voicemail highlights something of value, they are really effective. If you are persistent there's a good chance they'll call you back.

3. Touching base

Never say, "I'm calling to touch base," or "I'm just checking in with you." Those are annoying voicemails to receive, because they provide nothing of value to the recipient.

4. Talk about yourself

Never leave a litany of features and benefits on a voicemail. Never talk about how great you are, how many awards your company has won or the combined years of experience your staff has. Your prospects only care about how your product or service makes their lives better.

5. "I'm going to be in your area next week and would love to stop by and take just 20 minutes of your time."

Just because you are coincidentally going to be in a prospect's city, doesn't mean that a prospect wants to drop everything she has going on and spend time with you. Your travel schedule is irrelevant to a prospect if you have failed to catch his or her imagination in the first place. Disclaimer: If you already have a relationship with a prospective client, this method can be effective.

6. Trying to say too much

If you only have 20-to-30 seconds to leave a voicemail, you only have time for one idea. If you have more than one burning thing you want to say, save the second thing for the next voicemail.

7. Forget to leave your call-back number

One of the easiest excuses a prospect has to NOT return a voicemail message is if the call-back number is not readily available. Only 7 percent of sales voicemails are ever returned, which means it's hard enough to get call backs. Don't do anything that lowers the likelihood.

8. Being misleading

Some sales reps like to deceive prospects in their voicemails either by implying that they are returning the recipient's call (even though the recipient never called them in the first place) or by name-dropping a person they don't really know. You don't want to do anything that comes back to embarrass yourself if you do end up getting a meeting.

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