

Optimizing Your Voicemail



Believe it or not, simply changing your voicemail message can increase your sales. We know how busy things can get, so at times when you are not available, instead of the generic “I’m not here right now please leave a message and I’ll call you back”, give them immediate service and provide direction to move things forward. You don’t want to leave potential clients sitting around and waiting for a call back, or worse, hanging up and calling your competitor.

In today’s world, people want immediate gratification. They know there are many options when it comes to Realtors, so if they don’t get a hold of you, there is a chance they’ll just move on to the next. That’s hoping they even leave a message in first place and let you know how to get back to them.



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This where changing your voicemail comes into play. Let them know that even though you can't answer the phone, you've got a dedicated online destination (one of your Funnels, or a page on your website) for them to get help begin the process immediately.

To access this destination 24/7, they just need the URL, and with leadPops Funnels 2.0, setting up a dedicated URL is a piece of cake.

Use this script to change your voicemail and get more potential clients in contact with you when you can't help with them right then and there:

"Hello and thank for calling (YOUR BUSINESS NAME). At the moment, I'm helping another client, but for IMMEDIATE service, go to --

(WWW.YOUR-FUNNEL-WEB-ADDRESS.COM)

There you can search 1000s of homes, get your homes value, and get information on any of your real estate questions!

It only takes about 60 seconds to submit the information and I'll follow up promptly to let you know exactly what I can do for you.

Again, that web address is (WWW.YOUR-FUNNEL-WEB-ADDRESS.COM)

For any other questions, please leave a message and I'll will get back to you as soon as I can. Thanks and look forward to speaking with you soon."



Conclusion

By making this simple change to your voicemail, you are letting potential clients know that even though you can't speak with them at the moment, you can still help them move the process forward instead of sitting around waiting for a call back, and starting from scratch when you finally do.

The name of the game with leads is follow up. When you miss a call from a potential client, directing them to your Funnels allows you to collect all the pertinent information you need to qualify the lead, along with their contact information, leaving you better prepared for the callback so you can build the relationship and eventually close the sale.

To book a marketing consultation on this topic (or other), go to:
www.leadPops.com/consult

Keep in mind, expert marketing consultations are included FREE with your Funnels Membership.

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