



# THE HOLDCOM VOICE

April

Answer the Call of Enterprise®

2004

## HOLDCOM BECOMES VAR OF TRUSONIC INSTORE MUSIC SYSTEM

Holdcom has added another jewel in its crown of effective audio marketing services by offering the Trusonic Music and Message System. This system, which boasts the million-plus song playlist of mp3.com, allows Holdcom to offer in-store music and announcements, along with its world-class Message On Hold services.

"Envisioning a need to offer instore capabilities to our retail and hospitality clients, we sought out and found a system that was innovative and reliable, with a great music playlist," Neil Fishman, of Holdcom, explained.

The Trusonic system, combined with Holdcom's capabilities allows a retail store or restaurant to communicate with its callers on hold, while entertaining and providing valuable information to onsite visitors. The hard-drive based system, which upgrades its playlist automatically, is an improvement over satellite-based systems that can experience outages during bad weather and atmospheric disturbance. The system can be implemented in one location or thousands, with total program control via a password protected website. Ask your Client Relations representative for more information.



### HOLDCOM Gives Online Characters A Voice

Holdcom is proud to announce our recent partnership with Oddcast! We will now be providing professional voice talent and audio production services for Oddcast's V-Host "talking character" product line. Through this partnership, Holdcom services will offer the perfect complement to Oddcast's V-Host platform and its capacity to "humanize" websites with intelligent, conversational characters. Oddcast's on-line Sitepal Voice Talent Store gives end-users the option to customize their V-Host by submitting scripts and selecting from a number of professional voice talents. Please ask your Holdcom representative for more information. To see a brief sample, go to [holdcom.com/oddcast.shtml](http://holdcom.com/oddcast.shtml).

### Developing a Clear Marketing Message

*Excerpted from contribution by Larry Fisher of Action International*

Your marketing message is more than the promotional material you are disseminating to customers. It includes everything you do, from your office appearance and how the phone is answered, to how you deal with customer challenges. Here are some things to consider:

**Make your clients and prospects feel important.** Put them first. You need to make sure your marketing message satisfies their "What's in it for me?" question.

**Stories Sell!** Use stories and testimonials from others to create a vision of how they will succeed through use of the information, service, or product you have supplied.

**Follow the golden rule.** Put yourself in the place of your customer/prospect. How would you feel if you were making the purchase? Treat your customers the way you expect to be treated. Make every one of them into a "raving fan" who is an advocate of your business.

**Identify Your USP.** Every business has a Unique Selling Proposition, something that sets you apart from others. You need to find your USP and tell the world about it, loudly and consistently!

**Have A Call to Action.** Make sure that your message always asks the prospect/client to do something: call, order, go online, buy... something that requires them to come to you: "Call today for a no obligation inspection!" "Sign up now and get the 5th month free!" Any thing that you can do to bring the customer to you is a win for everyone!

*Larry Fisher can be contacted at 973-709-0203*

### PowerPoint® Audio By Holdcom

It's the day of your big presentation . . . still lacking confidence about speaking in front of your audience? Or perhaps your professional looking presentation could benefit from a professional sounding narrator. If you're sending the PowerPoint to be viewed without you present, you definitely want to send the best virtual spokesperson available. Let HOLDCOM do the talking for you! Simply provide us with a script, or we can help you develop one, choose the voice talent from our voice talent roster, and we'll provide the audio files to embed in your presentation. PowerPoint® Audio is extremely effective and will set you above and beyond the competition, giving your presentation maximum impact. For more information, speak to your Client Relations representative today!!

**Attention Holdcom Clients:** Be sure to complete our Client Survey online at [www.holdcom.com/clientssurvey](http://www.holdcom.com/clientssurvey)  
**Late Entries:** Holdcom is "On the Boards" at Madison Square Garden this month as **Office Depot Small Business of the Month**. Also check out the new Holdcom Press Room at [www.holdcom.com/press](http://www.holdcom.com/press).

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