

***Selling . . . .On Hold***

**A CALLER ON HOLD IS A CAPTIVE AUDIENCE.  
PAYS MORE ATTENTION TO ADVERTISING THAN ANY OTHER FORM OF MEDIA !**

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**94% OF ALL MARKETING BUDGETS ARE SPENT  
GETTING CUSTOMERS TO CALL  
ONLY 6% IS SPENT TO KEEP THE CALLS WHEN THEY COME  
Every Day, Businesses lose 40 % of the people who call.  
Many are put on hold without their permission with the statement:  
“Please Hold”  
They either hear silence or are frustrated and gone !  
On Hold message must inform, advertise your product/service.  
**AND CHANGE OFTEN !****

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**ON HOLD BUSINESS FACTS:**

Survey Results From CNN & ATT Confirm:

**90% of callers with *silence or elevator music* while holding  
will hang up in 40 seconds!!**

**35% of hang ups will not call back.**

- The average American business receives 128 calls per day.
- The average business executive spends 60 hours or 9 days a year on hold.
- On-hold messaging reduces call abandonment by almost 90 percent.
- 88% of callers preferred on hold messages to other options.
- 7 out of 10 business calls go to hold. Average wait 43 sec's.
- 16-20% of all callers made a purchase based on an on-hold offer.
- Waiting increased more than 250% with on-hold messages.
- 88% of calls to Auto Dealers were placed on-hold or transferred.
- Nationwide Insurance estimates their callers remain holding 130% longer because of their On Hold message.

**The North American Telecommunications Association Reports:**

- Callers subjected to “Silence On-Hold” hang-up the fastest
- Callers hearing music only hold an average 30 seconds or less.
- Callers with music + information hold up to 3 minutes longer

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US WEST (now Qwest Communications Int. ) Reported:

- On-Hold programming produces a 40% increase in caller retention
- Advertising on-hold will produce a 15% increase in inquiries
- On-hold promotion produces a 12% increase in request for services

### **THE TYPICAL “ON HOLD MESSAGE SERVICE” COMPANY:**

- Will sell you a complex and expensive piece of proprietary equipment that frequently fails and requires technical people to restore it. The equipment is usually capable handling a maximum of 4-6 minutes of messaging. And no one else knows how to repair it.
- Will require you to install an additional phone line to receive their messages via phone transfer.
- Will charge extra for every change they make in the message.
- Limits the length of the message because of the equipment. Usually 4-6 minutes is the limit. Also if there is more information and a longer message they cannot sell changes as frequently.

### **OUR SERVICE:**

- Requires no complex equipment.
- Requires no additional phone lines.
- Provides unlimited changes and/or additions to the message. Vital information for medical offices, ever changing promotions for retailers, specials and sales for Auto Dealers, Fun Machine Dealers, Hotel information, Chain Stores, Grocery Store Chains and their weekly specials. Weekly newspaper ad information, how and where to find newspaper ads, Prices – Leasing – Service Information – Web site information and direction, etc. All these and more are essential for the captive caller On Hold who is paying undivided attention waiting for a live person.
- We will make any change or update anytime, complete in the system and On Hold within 24 hours of notification.
- No additional charges for any change – ever !
- Will never limit the length of the message. All information can be included in the message.

### **SEE ON HOLD SITE**

[www.leelancreative.com/HOLD](http://www.leelancreative.com/HOLD)