



## **At a Loss for Words? On Hold Message Topics That Help Your Business Stand Out**

It's easy to speak your business when you know how. All you have to do is figure out what makes your business and brand unique.

- Besides customer service, what is it that makes your business stand out? This can be anything from the way you display your products to the way your employees personally greet everyone at the door.
- What do you have to offer and why is this preferable to your competitor's solution? A copper fitting lasts longer – is that all you use? Perhaps that's your hook! Figure out why your repeat business keeps coming to you instead of the other guys. And, if it turns out to be location, that's okay, too.
- Speaking of, is there anything interesting to share about your location? Are you in a historic building? Have you won awards for design? Are you LEED certified? All of the tidbits you may overlook may be interesting to your callers – and encourage them to make a visit to your store.

Remember, even if you're managing a McDonald's franchise, your story will be different from the thousands of other franchise managers around the world. Your motivations for going into business, your view on management, the way you serve your public – all of these things combine to create a unique experience for YOUR clients and customers, even if you're supporting an already familiar business.

If you find this thought process challenging, consider different ways to convey your unique position in the marketplace.

- If you're strongly rooted in your community, explore ways to weave those elements into your messaging as a wonderful way to tell your story.
- Is your business known for contributing to tourism? Share trivia about your area and point out things that people might enjoy during their visit.
- Are you passionate about giving back to your community? Use your on-hold time to find additional volunteers or financial support for your cause.

And, because Muzak Voice understands that not everyone has a way with words, we offer a team of professional Copywriters to help you share your story. Our writers turn your simple list of attributes into a thought-provoking presentation for your callers.

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