

**Top 10 Sales Frequently Asked Questions (FAQs) For Partners**

Marketing Messages is a full-service provider of professionally recorded custom voice prompts, messages, and narration. Since its inception in 1984, Marketing Messages has employed professional sound engineers and over 180 top-quality voice talents covering 85 languages to provide voice recordings to 4,000+ customers internationally – including large call center solution providers and over 200 Fortune 500 companies.

The objectives of this FAQ (Frequently Asked Questions) document are to educate our partners’ salesforce and pre-sales/technical resources on the basics of Marketing Messages’ product line and provide the information and tools to help you identify and qualify opportunities for professional voice services.

1. **What products and services does Marketing Messages sell?**

Marketing Messages offers professional voice recordings for interactive voice response (IVR), auto attendant/PBX, Messages-On-Hold ™, music-on-hold, E-Learning, as well as voice narration for websites, sales presentations and demos, and other voice-enabled applications. We also now offer podcasting services. A full description of each product is provided in the Marketing Messages Company Backgrounder. If you would like this document sent to you, please e-mail Jim Giebutowski, at [jim@marketingmessages.com](mailto:jim@marketingmessages.com).

1. **What are the benefits associated with implementing professionally recorded voice prompts and messages?**

Many organizations use internal resources for recorded prompts and messages – resulting in an inconsistent and less-than-polished experience for callers and a missed opportunity to build the organizations’ brand. Employing professional voice services results in the following benefits:

* ***More consistent, professional caller experience*** - A trained voice talent sounds more professional and is adept at maintaining a consistent style, tone, and volume when recordings are updated.
* ***Enhanced brand image*** -Using the same professional voice across all voice-enabled systems reinforces the brand and builds familiarity with customers.
* ***Better use of resources*** - Internal resources get promoted, transferred, terminated, etc., - and adding a replacement voice to an existing system result in an inconsistent voice interface.
* ***Reduced administrative hassle*** - Employing a professional voice services firm eases the administrative burdens of coordinating recording schedules/deadlines for customers with multiple systems, locations, and languages.

1. **What is the pricing for Marketing Messages services?**

* Voice prompts for Auto Attendant, ACD, and PBX applications are priced on a per-prompt basis: $25 to $30 per prompt for English and slightly higher for other languages.
* Voice prompts for large IVR projects are also priced on a per-prompt basis but vary by prompt size – from about $6 each for small prompts (1-12 words) to over $150 each for very large prompts (over 1,000 words)
* Our VoiceCentral Messages-On-Hold (MOH) service is priced on a monthly subscription basis, per location. The monthly price for the base location is based on the number of recordings executed per year, with standard options as follows:
  + 4 times per year: $69/month
  + 6 times per year: $99/month
  + 12 times per year: $159/month

Additional locations are subject to additional subscription costs and are custom quoted.

Detailed pricing for each service can be found in Marketing Messages’ individual Price Sheets – available on request.

1. **How** **is Marketing Messages different/better than their competitors?**

Unlike “voice brokers’ who merely match voice talents with customers, we are a ***full-service*** provider of professionally recorded voice messages - one of only 3 or 4 with nationwide scope. “Full service” means that we work with our Voice Artists throughout the entire message development process – including scripting, editing, and archiving, and post-sales support of equipment. We also independently proof and validate each message to ensure accuracy.

* ***Top Quality Voice Artists -***We establish long-term relationships with only the most highly trained Voice Artists in the industry – ensuring high quality and consistent branding over time.
* ***Guaranteed Voice File Accuracy -*** Our full-time production staff is maniacally focused on attention to detail for scripting, editing, and validation - resulting in a 99.96% accuracy rate.
* ***Highly Responsive Customer Service -*** Our full-time customer service staff provides same-day quotes and fast turnaround time. Every agreed-upon deadline is met, no exceptions.

1. **Why should I recommend professionally recorded voice prompts, messages, and narration?**

The answer to this question differs from partner to partner, but in general, recommending professional voice services enables you to do one or more of the following:

* ***Differentiate from competitors -*** Others may not mention or provide this capability, setting you apart.
* ***Address a broader set of customer needs* -** Enables you to generate trust through consultation and expand relationships.
* ***Improve your customer’s branding – Customers are increasingly looking to upgrade their voice interfaces to not only sound more professional but to reinforce their branding with consistently heard voice or voices.***
* ***Complement your core offering -*** Can be bundled into existing products and services.
* ***Provide another reason to engage prospects - Use to reconnect with old or hard-to-reach prospects and customers.***

1. **What are the characteristics of an ideal prospect?**

Almost any organization of any size and in any industry will have some need for pre-recorded voice prompts, and narration; but the best prospects exhibit the following characteristics:

* + Records prompts and on-hold messages using internal resources.
  + Needs recordings in multiple languages.
  + Telephony systems serve multiple locations and/or departments.
  + Frequent changes in prompts and messaging.
  + Concerned about building brand image/recognition and cross-selling products
  + Change events: switching phone/IVR systems, adding new product lines, or making an acquisition.

1. **What questions can I ask to qualify a prospect for professional voice services?**

* What systems/applications have you deployed that require pre-recorded voice prompts & messages?
* What resources are you using today to record pre-recorded voice prompts and messages for your IVR, Auto Attendant or on-hold systems? How happy are you with the process and the results?
* Do you have any upcoming new projects that require professional voice prompts and messages?
* What does your customer hear when they are put on hold?
* Do you believe that the voice you use for your phone/IVR system reflects positively on your brand?
* What languages other than English do you require for your phone-based systems?

1. **What tools are available to me to help identify, qualify, and sell professional voice services?**

* **Web Site with Sample Voice Artist Demonstrations**– All Marketing Messages Voice Artists can be heard by going to [www.marketingmessages.com](http://www.marketingmessages.com) and choosing “Voices” at the top of the page. We can arrange to provide a web link to enable partners to access these pages from your site.
* **Standard and custom ”*Dialog Demos”*** – We have developed demonstrations that simulate how our Voice Artists would sound within a sample IVR touchtone and/or speech recognition application – both as generic examples and tailored for specific sales situations.
* **Proposal Templates** –We provide standard wording for all our offerings, which our partners may insert into their proposals “as-is” or modify to suit their particular offerings. We will also tailor these templates based on input from our partners.
* **E-mail Templates** –These are ready-made e-mails, voiced from your perspective, that you can quickly tailor with a few clicks and keystrokes to send basic information to your prospect and customers, including pricing, language support, and how to get started.
* **Marketing Materials** – We provide our partners with electronic versions of the Marketing Messages company backgrounder and individual product brochures.

In addition, we participate in partner events/programs and in selected cases, develop tailored marketing programs specific to a given partner.

1. **What are the first steps I should ask my customer to take?**

* ***AA and IVR prompts: Send*** us the text of the prompts the customer wants recorded (we will provide a script template) and we will turn around a quote in 24 hours.
* ***Messages-On-Hold: Provide*** message content in bullet form (we provide a guide on how to do this) or provide a pre-written script. We will review and then build (or revise) a script within 2 days.
* ***Narration:*** We can either record a customer’s script or write one for them.
* ***All:*** The customers should be directed to our Voices and Music pages to select Voice Artists and music.

**10. What do I do if I identify a prospect with a need for Marketing Messages’ services?**

We’re happy to respond within 24 hours to any opportunity you identify and will engage either directly with your customer or through your sales and/or delivery contact– whichever you prefer. The steps are as follows:

* Call Jim Giebutowski, Partner, Business Development, at 1-800-4-VOICES (486-4237) or e-mail him at [jim@marketingmessages.com](mailto:jim@marketingmessages.com). We can then strategize how to engage your customer.
* Send your customer to [www.marketingmessages.com](http://www.marketingmessages.com) and ask them to 1) click Voices link at the top of the home page and 2) fill out the Contact Us Form.
* We will provide you and/or your customer with a custom quote within 24 hours - slightly longer for very large projects.