



# TAKING YOUR COMPANY TO THE NEXT LEVEL



*On-Hold Marketing*  
*In-Store Music*  
*Store Casting*  
*Equipment*  
*IVR/Voice Mail Recordings*  
*Web Audio*



# What's the Opportunity?

Callers on hold per day —

Business days per month —

Callers on hold per month —   
(your target market)

What is your average sale?

Out of  people on hold, how many do you think realistically would make a purchase from an on- hold offer?

How many purchases would it take to break even?



# Who is America On Hold?

America On Hold is a creative on-hold advertising and in-store music solutions provider. Founded in 1995, America On Hold services thousands of clients throughout North America achieving a 90% plus renewal rate.

## You Can Expect:

Timely, specific messages to maximize impact

Immediate Fortune 500 image

Dramatic increase in delivered customer service

100% satisfaction guaranteed

5-day production turnaround time

Expert in-house copywriters

Professional voice talents





# How the Pr

1



Your first step is to fill out your scripting outline.

2



Once your script is written it goes through the approval process.

3



Once approved, your script is recorded by a professional voice talent.

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## Scripting Outline

Phone: 866-200-4653

Please fill in the following information to help our writers prepare your script. If you need additional space, please attach another sheet.

Company Name/dba: \_\_\_\_\_  
Pronunciation \_\_\_\_\_  
Your Name \_\_\_\_\_  
E-mail \_\_\_\_\_  
Website \_\_\_\_\_  
Telephone \_\_\_\_\_  
Business Days/Hours \_\_\_\_\_ Fax \_\_\_\_\_ Years/biz \_\_\_\_\_

Package: ☐ 4 ☐ Unlimited ☐ Other \_\_\_\_\_ Reason for production change: \_\_\_\_\_

What is the "primary" objective you wish to accomplish with your on-hold campaign?  
(Please select at least two of the following main categories)

☐ Cross Selling \*\*

(If this box is checked, please check all the following that apply)

- ☐ I would like to generate sales
- ☐ I would like to advertise a specific product(s) and or service(s)
- ☐ I would like to promote special sales and pricing
- ☐ I would like my on hold specials to have an expiration date

- ☐ Some cross promotion of products and services offered
- ☐ Enhance professional image and customer service/client experience
- ☐ Education/awareness
- ☐ Other: \_\_\_\_\_

Which mood or image do you wish to project to your clients on hold?

- ☐ Serious
- ☐ Upscale

- ☐ Contemporary
- ☐ Lighthearted

- ☐ Humorous
- ☐ Other \_\_\_\_\_

Which message type(s) do you want to include in your program?

- ☐ Image Enhancing

- ☐ Conversational

- ☐ Promotional

- ☐ Other

- ☐ Product Specific
- ☐ Trivia/info

What type of calls does your business receive most?

- ☐ General Information
- ☐ Other

- ☐ Accounting Questions

- ☐ Customer Service

- ☐ Sales/Price
- ☐ Appointment Setting

What type of individual(s) call your business most?

- ☐ Consumers

- ☐ Retailers

- ☐ Wholesalers/Distributors

1 of 2



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# Process Works

America on Hold Client: Los Cabos - Riverwalk		Music: Latin	VT: F
Date: 1/8/07	Writer: TP		
Code: /Tyler/2007/January/LosCabosRiverwalk.doc			
© 2007 America on Hold. All Rights Reserved			

## Sample Script

1. Thank you for calling Los Cabos, windows to paradise. We're conveniently located at 300 River Walk Terrace in Jenks and we're here for you between the hours of 11am to 9pm Monday through Thursday, and 11am to 10pm Friday and Saturday. When you're in the mood for delicious Mexican food, great entertainment and fantastic prices- all in a relaxing setting, you need Los Cabos. We seat on a first come, first served basis and do not accept reservations, so get here early! We'll be right with you.
2. Stressful day at work? Long day of school, errands or taking care of the kids? Get away from it all by coming to Los Cabos, where you'll feel like you're on a mini vacation. From our mouthwatering dishes to our magnificent margaritas, Los Cabos is just the affordable getaway you've needed. Be sure to visit our newest island getaway, Los Cabos in Broken Arrow, next to Bass Pro Shop. Ask us about our on and off premise delivery options when we return.
3. Fresh seafood dishes, enchiladas, fajitas...hungry yet? At Los Cabos, our dishes are made from scratch daily and we add new menu items all the time, ensuring that you'll never grow tired of our choices. Be sure to try our latest addition to the menu, succulent carnitas enchiladas, or a carnitas burrito, with one of our awesome margaritas! Need somewhere to celebrate? Let Los Cabos host your next large party or event. Just ask for our event coordinator when we return to the line! Los Cabos: when you're here, you're on vacation.
4. Blind date, anniversary dinner, family night out...whatever the occasion, Los Cabos has the perfect atmosphere and the right dish to match! Listen to the music of Mexico with live mariachis playing every Saturday and Sunday day, and don't forget to peruse our Tequila Boutique for your perfect drink. We offer on premise and off premise catering, so no matter where you decide to have your celebration, Los Cabos is available to make it Paradise!
5. Still searching for the perfect present? Why not give the gift of great food, outstanding service and a vacation-like atmosphere? A gift card from Los Cabos will transport your recipient into paradise, where they can forget their troubles, relax and just enjoy the moment. Our gift cards are always appreciated, and appropriate for any occasion. Ask for details when we return!

6



Your customers experience your new image on hold.

5



Your custom on-hold messages are downloaded to your digital player.

4



Your custom on-hold messages are edited, produced and set to music by our studio engineers.





# Why Do Companies Hire America On Hold?

## Increase Sales

- Cross-Promote Products and Services
- Advertise Current Promotions and Specials
- Feature Less Known Profit Centers

## Marketing

- Introduce New Products and Technology
- Educate/Create Awareness
- Increase Name Branding
- Enhance Website Traffic
- Promote Trade Shows and Seminars

## Enhance Corporate Image

- Detail Company History/Years in Business
- Highlight Key Personnel
- Showcase Prestigious Accounts
- Publicize Company Press

## Customer Service

- Reduce Perceived Hold Time
- Eliminate Caller Abandonment
- Answer Commonly Asked Questions



# 4 Keys to Effective Advertising ?

1. Does it reach my target audience?

**Yes!** Because the prospect called you, your target market is addressed every time.

2. Does on-hold marketing get their attention?

**Yes!** You have a captive and attentive audience waiting for you to return to the line.

3. Is the message being delivered at the right time?

**Yes!** You get to talk to your client/prospect immediately following your message. Timing is everything!

4. Is on-hold marketing effective?

**Yes!** Your **target market** is a **captive audience** listening to the second most powerful medium...Audio messages mixed with music.

All at the **perfect time!**



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# The Facts

ABOUT ON-HOLD MARKETING

18% of callers surveyed made a purchase based on an offer they heard while on hold.

[Stan Rapp & Tom Collins of Maxi-Marketing](#)

A 12% direct increase in requests specifically for products mentioned on-hold.

[US West Communications \(Qwest\)](#)

Callers who hear information while on hold will stay on the line up to THREE TIMES longer than with silence.

[North America Telecom](#)

60% of callers placed on hold with silence, for longer than 40 seconds, will hang up. 34% percent of those callers will not call back.

[Voice Response Magazine, Inc.](#)

A study was conducted with two groups of 10,000 people to see how they reacted to different options on hold. Results in the first group (silence) found 52% of the people placed on hold hung up before one minute. The second group (messages) had a hang up rate of only 2%.

[USA Business Telephone Today](#)

