



## **Benefits of Voice Messaging in Network Marketing and Direct Sales**

### **Abstract:**

Despite significant advances in new, more efficient communication technology, many Direct Sales professionals fail to utilize the relationship building features that voice messaging systems provide.

For professionals who base success on managing high-value relationships, requiring immediate attention and follow-up, the telephone will always be an indispensable business tool. Newer communication channels such as e-mail and instant messaging may be more efficient in some cases, but only the phone can guarantee connectivity and immediacy. High-touch personal contact is necessary to build strong business relationships.

### **The Benefits of Communicating Via Voice**

The last 20 years have seen a complete revolution in business communications. Fax machines allowed companies to send written documents and information instantly to business partners all over the world. E-mail increased the move towards electronic efficiencies by allowing a user to send a single message to multiple recipients with the press of a button.

While faxes and e-mail promptly deliver required information to recipients, they lack the necessary personal contact needed to build the relationships that lead to customer loyalty. For high-value relationships where the element of personal contact and professional representation is essential, none of the newer technologies are a fully satisfactory substitute for an actual conversation. They make fantastic supporting tools for building a business, but in no way can an entrepreneur realize the same level of success relying solely on these impersonal communication methods.

### **The Benefits of Voice Broadcasting Using a Voicemail Service**

A simple definition of broadcasting is the ability to send or deliver a personal message to one or more recipients simultaneously, but it means much more than that to Network Marketers. The main difference between voice broadcasting and using other forms of group communications is that it maintains a personal contact with every person reached. Distributors hear real people and real voices they come to know and trust, creating relationships regardless of where you live. An effective broadcasting system should be accessible from virtually any phone, 24/7, without special equipment or modifications and instantly duplicable throughout the organization.

Broadcasting features with a solid voicemail service enable individual distributors to use the telephone more effectively and productively. Network Marketers succeed by establishing, building, and enhancing relationships with distributors and customers. Broadcasting supports these initiatives by providing a tool to keep downline members informed, motivated, trained, and prepared to take full advantage of every opportunity. Used correctly, it can also boost morale, educate, encourage and inspire confidence that other communication methods cannot duplicate.

Using a suitable voicemail service, a user should be able to broadcast timely news, special offers, limited time opportunities, training material, and successful practices to any number of recipients.



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As you share your excitement and encouragement to attend the next regional or national training event, attendance at these events will increase. Distributors who attend events are more likely to be successful.

Conference calling is often used to communicate these types of important messages to a distributor force. However, people's lives are continually getting busier making it difficult for most distributors to regularly attend conference calls.

When such valuable information is broadcast through a voice messaging system the distributor is not constrained by time elements. Voice messages can be listened to at their leisure. Quality voice messaging systems allow distributors to retrieve these important messages via phone, e-mail, or online in addition to being able to download the messages to their computer for future reference. This assures that your valuable message will reach as many distributors as possible!

### **The Benefits of Automated Voice Broadcasting for Training**

A suitable voicemail service should also provide Automated Voice Broadcasting abilities for training purposes. New distributors are especially in need of training when they first start the business. At times distributors find themselves sponsored under an inexperienced upline. Automated Voice Broadcasting can overcome this 'weak link' factor.

An Automated Voice Broadcasting feature works very similar to an e-mail autoresponder system. A series of training messages are recorded and pre-scheduled to be delivered automatically to new distributors. In this way a new distributor can benefit from specific product training, encouragement and support from the founders and leaders of the company and much more in their first days of joining an opportunity. Once established, these recordings should be sent out according to schedule without involvement from the leader or the company. This automation assures that every new distributor gets the training they need and overcomes any 'weak link' factors that may exist.

### **The Benefits of Duplicating a Prospecting System**

It is possible to define the success of Network Marketing in this way:

**'Build a proven and successful prospecting system and duplicate it over and over again.'**

A quality voicemail system, by design, should enforce this principle. Quality voicemail services will allow you to build a series of professional audio presentations through a main greeting and multiple extensions. These messages are built based on your 'proven and successful marketing system'. The voicemail service should then 'duplicate' the professional presentation system onto the individual systems of each distributor in your organization. In this way ALL distributors have professional presentations, testimonials and more that they can use to find excited prospects for their businesses. When those prospects join, they too have this proven system duplicated for them to use.



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### **Building and Maintaining Relationships with Voice Messaging**

Nothing inspires confidence, trust, enthusiasm, honesty or immediacy as effective as voice, yet many Network Marketing companies and organizations are moving away from this method of communicating in favor of more “advanced and efficient” communication methods. The question is, why use voice messaging to communicate when there are so many other ways to get information to your recipient? Here are just a few reasons:

- Although e-mails can be sent quickly to a large group of recipients, high percentages are deleted without thought by the receiver. Even more are filtered or classified as junk mail by many major ISP's before they even hit your distributors' Inbox.
- You cannot express enthusiasm and emotion in an e-mail, web site, letter or fax in the same way that voice delivers your message.
- Testimonials are a terrific way to support your opportunity and generate excitement for new prospects. However, sending a voice testimonial from a successful distributor or a thrilled retail customer works tremendously better than relaying the same information in written form.
- The largest and most successful Network Marketing organizations with decades of experience in the industry make voicemail or voice broadcasting services a prerequisite to participating in their company because they know it is the most effective method of communicating and building relationships.
- Voice broadcasting is as quick and easy as sending an e-mail.

### **The Power of Voice Messaging in the Real World**

#### **Situation One:**

Janice resides in the outskirts of New York and is one of the top performers in her organization. While vacationing with her family in the Bahamas, she gets such a feeling of complete happiness that she feels compelled to share it with her peers. As her children laugh and play on the sandy beach near her, she reclines her chair and calls her voicemail system. In moments she sends the following message to her entire downline:

*“Hi everyone. I’m having the time of my life here and wanted to express my feelings about this company and the dreams it has allowed me to experience. I’m in one of the most beautiful places I’ve ever had the pleasure to visit and it’s all because I took a chance and made it happen. 4 years ago when I was a waitress I thought I would never be able to give my family the time and care that I so desperately wanted to provide them. I was afraid that my children would never get to see the world or miss out on memories that they would cherish as they grow older. Don’t stop dreaming! Your hopes and desires can be achieved too! See you all in a week!”*

With the sounds of the crashing waves and the cheerful shouts of the children in the background, this message was delivered with full impact to Janice's group. It is no wonder that she is able to keep her team motivated and maintain one of the highest retention rates in the company.

#### **Situation Two:**

John is a distributor in the weight loss industry and was always great at building relationships with his customers. Despite his personal sales success, he had difficulty finding ways to motivate his



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downline and it was having an impact on his growth. Although he knew all the benefits the company had to offer, he did not know how to maintain an enthusiastic team. New people joining the opportunity started out strong but soon lost excitement and became less productive members.

After receiving a call from Rachel, one of his most loyal customers since starting the opportunity, John had an idea. Rachel had been buying an assortment of nutritional and dietary products from John for nearly a year and experienced phenomenal results. Whenever John spoke with her, she always had great things to say and was thankful for the major changes in her life. Knowing how Rachel felt about the company and the products, John 3-wayed Rachel into his voicemail system, and asked Rachel to share with his team how the product line enhanced her health and inspired her with the confidence she always sought but failed to get from other products. The emotion and satisfaction in Rachel's voice carried through and you could tell that she was speaking from her heart. John thanked her for sharing her story and instantly broadcasted the new testimonial to his group.

Distributors who were starting to think about getting out of the business listened to Rachel's story and were refreshed to hear someone outside of the company talking about the terrific products they had to offer. John discovered his new motivational system. He continued to broadcast testimonials from happy customers to his downline. Within 3 months, the excitement generated for retailing products resulted in a 65% increase in product volume for the quarter!

### **Situation Three:**

Robert hasn't had much success in Network Marketing. After 5 months of prospecting, he was only able to sign up two new distributors and was getting ready to give up and find something else to devote his energy to. One afternoon he received a broadcast message from Blair, a member of his upline, talking about his most recent successes and new ideas to build a downline. Robert replied to the message and explained his frustration to Blair. Blair offered his help and began coaching Robert daily and decided that it would be useful to broadcast weekly training tips to his entire downline. With the efficiency and direct approach the system provided him with, the power of hearing Blair's voice, encouragement, and new prospecting methods kept everyone motivated and enthusiastic. In no time his team became one of the fastest growing groups in the company.

### **Did You Know?**

- 1) The result of a study with a large distributor organization makes a startling revelation. While only 19% of distributors without voice messaging renewed at the end of a year, 77% of distributors with voice messaging renewed - an increase of 405%! It's not just about how many new people you bring into the business, it's how many people you keep!
- 2) Studies have shown voicemail communication *increases* the retention of first year recruits by as much as four times.
- 3) Who do your distributors hear from most frequently - laughing friends, competing opportunities, or you? If you and your leaders communicate with your downline rather than laughing friends or distributors from other opportunities, you are more likely to keep them active and producing.



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- 4) If you are not frequently communicating encouragement, belief and vision to your distributors, chances are they are going to find someone else who does.
- 5) Network Marketing and relationship building is all about how many people you can keep and how successfully they learn the most effective practices of the company. Constant communication is essential for this to work.

## **What to Look For When Selecting a Voicemail Service Provider**

- Provider that allows you to send and receive internal messages via phone or online at no charge.
  - In this information age, seek a provider that offers voicemail and fax retrieval online so that you get the most out of your service plan.
- Provider that offers low monthly fees without surprise surcharges and extra fees.
  - Many service providers offer voicemail packages that have extensive call restrictions, strict minute plans, excess fees associated with message retrieval or storage and fees for additional features. Find a provider with an extremely affordable incoming minute plan. Some providers even offer unlimited incoming minutes and features that are all-inclusive.
- Provider with an Automated Broadcast system for scheduled training.
  - Find a provider that allows you to record and schedule Broadcast messages to be delivered on a specified schedule. Such scheduled broadcasts are invaluable when it comes to training brand new distributors.
  - Automated Broadcasts assure that new distributors will get the training they need in the beginning stages of the business regardless of the upline support they may, or may not, be getting.
- Provider that offers a customized system for your group, complete with personalized sign up and private branding.
  - Automated System Duplication is a very important feature. Once you have created a proven series of messages via the main greeting and various extensions, you need to be able to duplicate that 'proven system' to all of your distributors. A quality provider should allow for this duplication to happen automatically for every user within your group.
  - Messages and extensions should copy to your distributors systems automatically. As you make changes to these recordings they should instantly update for your distributors systems as well.
- Provider with an experienced Customer Service staff and a User Friendly system that is easy-to-use.
  - Training and motivating your distributors is your primary concern, teaching them how to use their voicemail service shouldn't be. Find a provider with an experienced Customer Service staff who can spend the time supporting your distributors.
- Provider who has developed and maintains their own voicemail system.



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- Providers who have purchased voicemail software are limited to providing you with only the built in functionality within the system they purchased. In contrast, a provider with a proven system they have personally developed and maintained will be able to provide you service without limits. Their system can grow with technology and continually provide you with cutting edge features!
- **Enhanced Broadcasting abilities.**
  - Increases your productivity, simplify your communication and save time by finding a provider that automatically maintains broadcast lists for you so that messages can instantly be sent to various levels in your downline without having to worry about updating or managing lists. The system you use should provide you with the assurance that your messages are being delivered to everyone in the group.
  - Accessibility and affordability are two major benefits to consider when choosing a voicemail service provider. Both a phone and web interface allows you to create, manage, send and receive unlimited broadcasts at no additional charge putting your communications at your fingertips from any internet-enabled computer or phone!
  - Ability to create multiple broadcast lists - The types of communication you may want to send to your direct sponsors can differ greatly from broadcasts that you send to other groups in the organization. Therefore, the ability to select broadcasts to be delivered to specific levels or lists within your downline can help customize your communication efforts to their information needs. Send messages to certain parts of your organization such as distributors in a certain state, or distributors who achieved a certain amount of PV, etc.
  - Ability to maintain broadcast lists online - While creating small broadcast lists can easily be done via the telephone, extensive lists can be quite difficult to organize and maintain if you are unable to see the numbers and contacts programmed into the group. Adding, modifying, removing or updating broadcast lists is immeasurably easier when you have a visual interface to work with.

## **The Technology of COA Network**

COA Network has been providing solutions such as Voice Messaging, Conference Lines, Back-Office and Commission Processing Software, Internet Marketing Systems, and Corporate Printing to the Network Marketing and Direct Sales industries for over a decade.

The premier voicemail product offered by COA Network since 1992 is TeleCenter™. TeleCenter is utilized by many of the largest and most successful Network Marketing Companies in the world.

TeleCenter provides all the functionality required to become successful in the Network Marketing industry and streamlines the entire communication process.

To learn about the entire suite of solutions provided by COA Network, please visit [www.COANetwork.com](http://www.COANetwork.com).