

# Top 10 Prospecting Voicemail DONT's

1

## Playing "pretend."

Pretending you have called before when you haven't is just weird. And is usually pretty transparent. Don't do it. Instead, do some research so you have a grabber value proposition from the start.



2

## Oops... didn't mean to say all THAT.

It's crucially important to plan your messages in advance. Otherwise, you hang up without having made your point, or worse, leave a rambling message that you're later ashamed to have done.



3

## You're missing the point.

Talking about your products, instead of a compelling challenge that matters to your prospect, is a sure fire way NOT to get a return call.



4

## It's not that crucial the prospect knows your name and number... right?

Wrong. Forgetting to leave your name and contact information at the end of the message... well, defeats the entire point, honestly! And even if you remember and call back, you look a little unreliable, no? Here's a tip: leave it at the beginning when the prospect is poised to take notes and at the end.



5

## No one likes a quitter!

Especially not your quota. Giving up after only 2 or 3 attempts is a common mistake amongst sales reps. But most prospects won't return your call until you have tried to reach them more than nine times.



6

## Short and not so sweet.

Leaving a message that's too short doesn't give the prospect a compelling reason to call you back – or pick up the next time you call!



7

## The needle in the haystack.

Failing to stick to one topic per voicemail message will leave your prospects searching for your true value amidst a bunch of interference. You can't mention every trigger event you could address. Choose one for this call. Save the others for future calls.



8

## Playing hard to get.

Passively waiting for a call back won't make them respect you more (although hounding them won't either). You're trying to reach them and show them what you can offer. Don't wait around for them to reach out. Put a follow-up plan in place and keep at it.



9

## Forgetting who sent you.

Forgetting to mention someone who has referred you squanders a huge gain you have with that prospect – pre-established trust. You worked hard for the referral. Use it.



10

## Talking on fast-forward (makes you sound funny).

Speaking too quickly makes your voicemail hard to understand. Or worse, it makes your mumble and stumble. Slow down. Drop the "ums" and "ahs." Speak clearly and confidently. Be your natural, personable self.

