

- **NAR Conference**
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# arch Real Estate News

*The Newsletter of  
Powerline Strategies  
Volume 4 • Issue 10  
October 1998*



## Music to Your Prospect's Ears

*Tips to Ensure Professional Recordings*

**M**any of our customers have inquired about having their Powerline system information recorded by professional talent. While this may seem like a safe bet, our marketing support staff recommends that you do your own recordings. There are a couple of very good reasons behind this advice. Number one; remember that you are in sales, a field that is all about relationship building. It is to your advantage to have the prospect introduced to your voice at the same time they are introduced to your business. The first time they are introduced to your business may be with your Powerline, and if it is, you will have begun the building of a relationship with the prospect. The prospect will naturally feel more at ease talking to you in person after he or she has heard your voice on your Powerline recording.

Another reason you want to do your own Powerline recordings is convenience. Powerline has been designed to be user friendly because we know that maintenance should be hassle-free. Everything you need to do

can be done in a few seconds, including changes, updates, or deletes with just a few touch-tones. You could have your listings recorded by professional talent, but you can make sure they are done right, when you need them done, even if they are emergency last minute changes, without waiting.

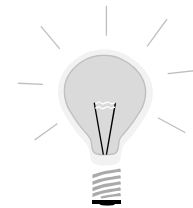
And of course, another reason to do your own Powerline recordings is that of cost. Since it is to your advantage to begin building a relationship with your prospects, and it's easier and more convenient, there is really no need to incur an additional expense where it isn't completely necessary.

Finally, the last reason you should want to do your recordings yourself: if you want something done right, do it yourself. Remember, you ever get a second chance to make a first impression.

### Tips for Professional Recordings

It is just as important to create clear, crisp, understandable recorded

words as it is to produce legible written words. Here are some ways that you can ensure you'll make a great first impression with your Powerline recordings . . .



### GREAT IDEAS

- Write out your scripts. Master greetings should be no longer than about two to three sentences. The master greeting serves an introduction and should prompt the prospect for an extension number. Extension, or listing, recordings should be no longer than about thirty to forty-five seconds. Any longer and you will lose attention spans. Remember that a main reason prospects will call your Powerline is for swift and immediate information.

- Practice your scripts a few times before you actually record them. This will save you time, money, and frustration.

- Take a deep breath before you begin to avoid sounding out of breath. Don't gulp air during your recording.

- Enunciate. Practice in a mirror if you have to. It may seem silly, but it will pay off with professional sounding recordings.

- Speak slowly, but not too slow that you will put them to sleep.

- Pitch your voice a bit lower than you would usually speak.

- Smile as you speak. This *will* come through in your voice.

- Hold the phone mouthpiece just below your chin to avoid a lisping sound.

- Hold your hands close to the keypad to strike the numbers quickly to avoid dead space after recordings.

- Avoid recording on a portable or speakerphone.

- Dress professional while you are recording and you will sound professional.

- Try standing up while recording to exude confidence.

- Remember that you are speaking to your clients, your favorite audience, so have a little fun with your recording.

In the event that you find it necessary to hire professional talent to record your Powerline recordings, please call customer service at 800-882-9155 for more information or contact Bill Bussiere at 773-918-9166. Good luck!

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## The 1998 REALTORS Annual Convention and Trade Exposition

Come and visit the Arch Telecom booth, number 3613, at the 1998 REALTORS Annual Convention and Trade Show Exposition. This trade show will feature the world's largest real estate trade expo with more than 1,000 exhibit booths AND more than 50 of the industry's noted trainers and experts for the experienced brokers and salespeople in residential and commercial specialties. Share the ideas and learn from over 18,000 fellow attendees involved in all aspects of real estate from around the world. For more information, check out [www.realtor.com](http://www.realtor.com).

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## Would You Like to Be Featured in a National Ad?

You may have noticed some Arch Telecom ads in National Trade Magazines such as The Real Estate Professional, Mortgage Originator, and Today's Realtor. If you have a success story with any of our products and would like to promote yourself and your business alongside Arch Telecom, please send digital files of your photograph and testimonial to [jennifer@archtelecom.com](mailto:jennifer@archtelecom.com). Or you can mail them to Jennifer Layne c/o Arch Telecom, 210 Barton Springs Rd, Suite 275, Austin, Texas, 78704. Photographs will be returned upon request

## Introducing . . . Survey Plus.

Do you send picture postcards to stay on your past clients' minds? Do you feel as though you need something new to accomplish this ever-challenging task?

Have you ever considered surveying your past clients? Maybe you have and that is what you have sent on those postcards. What percentage did you receive returned and completed? Do you think you would get a little more feedback if you provided some new incentive? If you do, Arch has yet another solution for you: Arch Survey Plus.

## Arch Survey Plus

Whether it's market research or customer service surveys, Survey Plus provides the most cost-effective and convenient method of obtaining results. The service simplifies the creation of an Interactive Voice Response survey and is designed for touch-tone and voice response. Results of the survey are tabulated and available real-time via the Internet, Fax-on-Demand or scheduled email. Transcription is available for voice responses. As an added feature, Arch can combine Survey Plus with a long-distance Debit card to encourage respondents to complete the survey

