



Holding Power: Building Long Lasting Customer Relationships with the Push of a Button

By Peter Turpel

Paperback. Condition: New. 125 pages. If Alexander Graham Bell could see today's communications marvels, says Peter J. Turpel, he'd want to know one thing: Is the technology bringing us closer together, or is it separating us? As president of Phone On-Hold Marketing Systems, Turpel has emphasized the human touch since founding the company in 1984. The telephone, even in this age of digital diversity, is the ultimate communication tool but one that businesses often fail to appreciate. With an on-hold network, they have an indispensable opportunity to build relationships, loyalty, and the bottom line. A company's marketing efforts—all those ads, promotions, mailings—focus on getting that phone to ring. And once it rings, your company must cultivate the caller. On-hold time is inevitable, but it's not being on hold that people dislike. They dislike being ignored. They want respect for their time. They're annoyed by an insincere "we're sorry you're on hold, we appreciate your business, followed by inane music or silence. There's a better way. A professional on-hold presentation is productive and entertaining and skillfully builds the brand so essential to sales. Callers on hold appreciate useful and engaging information. They want to do business with a company that...



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Reviews

It is simple in go through preferable to comprehend. It is full of wisdom and knowledge It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Leif Predovic**

Thorough information! Its this kind of very good read. It is written in basic words and not hard to understand. You won't feel monotony at anytime of your respective time (that's what catalogues are for regarding should you question me).

-- **Roel Bogisich Sr.**

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