Voicemail

Create a script with pertinent information	This should include: o Who they have reached o What information to leave (phone number, name, company name, and reason for call) o When they can expect to have someone return the call
Recording	o Follow the script loosely. You still want to sound like a natural human being, so try not to merely read your script. o Rehearse a few times. o Do this in a quiet location, with few distractions and little background noise. o Record!
Listen	Listen to your own message. What did you do well? Is there room for improvement? Was there a noise in the background that you hadn't noticed? Was what you were saying clear? Did you sound professional?
Re-Record	The changes of it being perfect the first time are unlikely. This is where you take what you just did and make it better. Remember for some customers, this is the first point of contact that they will have with you, and you want it to leave them with a positive impression.
Feedback	What have your customers said about your message? Have you received feedback that it is funny, that it sounded like you in person, that there was a lot of noise in the background and it was fuzzy? Is this the message you wanted to give? If not, re-record your message.

Best Practices

- Try and pick up the phone. This is actually the best case scenario for the person calling you
- Leave an out of office message when you are on vacation or away from the phone for an extended period of time
- Change your voicemail every so often so that people think that you are attentive to this and that their phone number is important
- Check it often and make it standard to get back to people within a prescribed amount of time