



TruBrand

custom auto attendant + on hold

THE DIFFERENCE

dealerTEL has teamed up with On Hold Marketing & Communications to create the "Voice of your Business" audio branding and marketing package. Now every time a caller calls your business, they will hear a professional auto attendant greeting that captures your corporate persona and when placed on hold, they will hear professional and up to date marketing messages about your company, products and services.

At On Hold Marketing & Communications, we start with a marketing consultation to determine your unique marketing needs. With our staff of experienced scriptwriters, professional voice talents and extensive library of background music, we will create recordings that will reinforce your corporate persona while engaging your customers until you can personally attend to their needs. Our crystal clear recordings seamlessly integrate with the dealerTEL Platform.



AUTO ATTENDANT

PROFESSIONALLY RECORDED VOICE PROMPTS WITH BACKGROUND MUSIC TO MATCH YOUR CORPORATE PERSONALITY



ON HOLD MARKETING

CUSTOM ON HOLD MARKETING MESSAGES THAT ARE UPDATED THROUGHOUT THE YEAR TO PROMOTE YOUR PRODUCTS AND SERVICES



SEAMLESS CELL ON HOLD

ON HOLD MARKETING MESSAGES WILL WORK ON YOUR CELL PHONE CONNECTED THROUGH THE DEALERTEL PLATFORM - THIS IS AN INDUSTRY FIRST



ON HOLD MARKETING (MOH) PROGRAMS INCLUDE:

- **Marketing Consultation** – One on One Meeting: A seasoned marketing professional will spend time with you to learn about your marketing needs and inform you of “best practices” for using On-Hold Marketing in your industry.
- **Scriptwriting** – Our team of experienced writers will create your script based on your one on one meeting as well as a review of your website, marketing material and social media. Once the script is written, we will forward to you for approval.
- **Voice Talents and Background Music** – We offer many professional voice talents and a large library of licensed background music.
- **Updates to your On Hold Marketing Message** – To be effective, you need to update your message at least four times per year to reflect your current products, services and seasonal offerings. Our experts can advise you on what works best for your business and industry.

AUTO ATTENDANT PROGRAM INCLUDES:

- **Two Auto Attendant Recordings** up to 250 words each for your daytime and afterhours greetings in English. Additional recordings and foreign languages are available at an additional one-time charge.
- **Scriptwriting** – Our professional scriptwriter will aid in writing and structuring your greetings.
- **Voice Talent and Background Music** – We offer many professional voice talents and

VOICE OF YOUR BUSINESS PACKAGE OPTIONS

ON HOLD UPDATES	AUTO ATTENDANT	PRICE
4 per year	2 (day & night)	\$100 per month
6 per year	2 (day & night)	\$110 per month
8 per year	2 (day & night)	\$120 per month

don't see what you like? **we can create a package for you**

