



How to Be There 24.7.365

By John Holladay

Jeffrey Gitomer – sales guru and the author of *The Little Red Book of Selling* – recently published an excellent article about always being available to clients and customers. To illustrate the critical nature of being available, he describes how Amazon.com took market share from Barnes & Noble in part by being accessible 24 hours a day, 7 days a week, 365 days a year.

If you read Gitomer's columns or books, you know he's a blunt personality. He suggests, "Answer your phone with a live, friendly, human being 24.7.365. Yes it costs a little more but the phrase, 'In order to serve you better, please select from the following seven options' is not only an annoyance to every customer that calls, it's also a bold-faced lie." The gist of the article is summed up with the phrase he uses repeatedly, "24.7.365. That's the minimum acceptable availability time."

Do you have customers, clients, or vendors who might need you in the off hours? If a potential customer cannot speak with you, can they speak with your competition? If you answered yes to either question, consider using a call center. Daniels Communications offers solutions that:

- Help you establish an excellent business reputation
- Free up your resources so you can diversify and grow
- Handle both emergency and non-emergency calls
- Raise your standard of service to your customers

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- Jeffrey Gitomer, Author of *The Little Red Book of Selling*

Call Center solutions can also be used in *other marketing applications* such as:

- **Using toll-free numbers as a call-to-action in your direct marketing campaigns.** You may not have the large staff needed to answer a surge in calls, missing the opportunities created by your marketing.
- **Comparing the Return on Investment (ROI) of different marketing tactics.** For example, say you advertise in several publications. We can provide you with a different toll-free number to use on each ad and provide you with reports showing the quantity and quality of calls to each number. (At least one of our customers uses this strategy to negotiate better ad rates with magazines!)
- **Lead Generation.** We work with you to develop a script of questions for incoming calls and deliver these leads to you on a scheduled basis.
- **Event registration.** For some, registering for an event over the phone is more convenient than an online form. Offer a toll free number in addition to your online registration form. On the day of the event, the call center can also help when people need directions or have other emergencies.

Take a moment to test your own availability. If you find it needs help and want to contact Daniels Communications, please send an email to John Holladay at jholladay@groupdaniels.com or call 828.713.3241 24 hours a day, 7 days a week, 365 days a year.

[Click here](#) to read the complete Jeffrey Gitomer article.