

HOW TO MAKE VOICE-MAIL WORK FOR YOU

What do callers hear when they are connected to your voice-mail box? Do they hear, "This is Joe Schmo. I'm not available. Leave a message." Or do they hear, "This is Mary Smith. I will be in a client meeting on Tuesday morning, April 8 and will return your call in the afternoon. Please leave your name, telephone number and a brief message."

If you update your message by telling callers what they can expect, congratulations! You are putting your most professional self forward. If callers merely hear an "I'm not available," however, faux pas! Instead, get on the voice-mail manners' band wagon by leaving an updated and concise greeting for those upcoming callers.