

## Craft a voicemail script

Countless job offers have been negotiated starting with a voicemail contact. Busy people like to handle their phone messages when it is convenient for them. If you insist on talking to them directly, you may never get a chance. You are not going to hear “The person you are trying to reach is ignoring you. Please don’t leave a message.” Show respect for yourself and the employer by leaving a message.

The best voicemail script is 30 to 60 seconds in length. It incorporates all the elements of a phone script: salutation, opening, body, and close. The first three parts should closely match your usual call script and the close must say two things: “I will call again” and “You can call me in the meantime.”

Here’s what a voicemail script might sound like: “Hello, [contact], this is [your name]. I have recently been certified as a dental technician and have six years’ administrative experience in a dental office. Having successfully completed a 12-week work practicum, I’m very excited about the opportunity to begin working as a technician. The reason for my call is to ask if you might be interested in talking to me about how I could benefit your dental practice. I will call again, or you could call me in the meantime. Again, it’s [your name], and my number is [your phone]. Thanks for listening, [prospect name].”

Modify the above voicemail script for past employers, previous co-workers and your sphere of influence like this: “Hello, [contact], this is [your name]. I have recently been certified as a dental technician and have six years’ administrative experience in a dental office. Having successfully completed a 12-week work practicum, I’m very excited about the opportunity to begin working as a technician. The reason for my call is to ask if you could help me by recommending someone I could talk to about this type

of work. I will call again, or you could call me in the meantime. Thanks [contact] my number is [your phone]. Talk to you soon.”

After you have left this type of voicemail message, be sure to schedule the follow-up call you promised. Remember, the key to building credibility on the phone is to say what you mean, mean what you say, and do it! The next time you call, if you connect, the call is warmer because you set it up for them to expect another call. Should you get their voicemail again, leave a different message or no message at all. I prefer to leave a message because so many people have call display, plus it proves my conviction and lets the prospect know I’m serious about talking with them, not simply spamming their voicemail. A subsequent message I might use would be, “Hello, [prospect], it’s Debra calling from Totally TAYLOR’D. I’ve caught you away from the phone again. I wanted to talk to you about productivity coaching for your sales associates. I’ll call back or you can call me at [my phone].” You can leave a similar message. Try something like, “Hello, [prospect], it’s [your name] calling. I hope you recall my message from a few days ago. I wanted to talk to you about work opportunities with [company]. I’ll call again, or you could call me in the meantime at [phone]. Thank you.” or “Hello [contact], it’s [your name] I called you a couple of days ago and hoped we could connect. I’m still job searching, so I’ll call again, or you could call me back at [phone]. Thanks.”

The most effective voicemail scripts keep the prospect expecting more from you. Always maintain control of your calls by letting the prospect know you will call again. Never put the onus on your prospect to call you back. Make it an option though; some actually do call back. The best voicemail messages are simple and direct. Tell them who you are, why you are calling, why they should care about who you are and why you’re calling, and what you expect to happen next.

While working as an Employment Specialist at a technical college I was responsible for teaching graduates how to perform a successful job search. One of the first students I was assigned to help had actually completed his studies five months earlier and was feeling completely hopeless about securing appropriate work. He'd sent his resume to every potential employer in the city and had yet to be called for an interview. I suggested he now begin calling each of them using a script we would develop together. He said he would have to think about it because the idea of calling people made the hair on the back of his neck stand on end. He promised to get back to me in a couple of days. Nearly three months later he called me. He sounded desperate as he choked out, "could we meet to work on a call script?" He had resisted my suggestion so long and now realized he had no other viable options to consider. Two days after we created his phone script he called me and was excited to report that on his third call he'd left his voicemail message and the employer had called him back the same day. He was able to secure an interview for the following week. He demonstrated a sincere desire to get the job by personally delivering his proof package. Two weeks later he called me on his lunch break from his new job. Voicemail messages do work, so craft a good one and use it often.

This is the voicemail message we created: "Hello [contact], my name is [your name], and the reason I'm calling is because I have recently completed the Accounting Certification course at CDI College and I'm looking for appropriate work opportunities. I have four years' experience in accounts receivable and have received several commendations for my customer service skills. I'd like to talk to you about how I might put my skills to work for you at [company], so I will call again, or you can call me in the meantime. Again, my name is [name], and my phone number is [phone]. Thank you."

A year later I received an email from this graduate telling me he'd been promoted because he'd used what he'd

learned about phone prospecting from me to create call scripts encouraging past customers to do more business with the company. He was enjoying the work and thinking of more creative ways to add value to the work he was doing.

Go to your journal and label a page "My voicemail message." (See page 29 of the Companion Workbook.) Write out a draft for a voicemail script including a salutation, an opening, a body, and a close calling for action. Then polish this script once you've completed all the material in this book.

## Chapter Rap

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Effective phone scripts tell the following in two minutes or less: who you are, why you are calling, why they should care, and what you want to happen next. Use brief yet informative language and clearly state some of the benefits of hiring you. Always end on a positive note with a call to action. Take advantage of the convenience of voicemail to leave an interesting and persuasive "30-second commercial" message.

Reach HIRE *faster*:

Answer the memory recall questions on page 23 of the Companion Workbook