



12 Simple Ways Your Phones Can Improve Your Bottom Line

12 Ways to Improve Your Bottom Line With Your Phone!

I find that there are lots of things that demand my time and attention. I am sure that you have the same situation. We know that in order to be successful, we need to engage in business activities that can provide the biggest value for our time. Talking to people is always the best way to get things done and when you can't travel then the phone is the next best thing.

I like to look at checklists which confirm what I already thought I knew and spur me to action. Then again sometimes they give me angles that I hadn't thought of.

So on that basis here is my list 12 ways to improve your bottom line using a phone system

Enjoy!

David Hill, Chairman Cloud Net



- 1. Expand and form your circle of influence** –We all need a team of supportive contacts with whom we can share ideas and receive constructive feedback. These individuals are priceless to you. Your bank manager, your solicitor and your accountant all claim to be there to give you free business advice – why not take them at their word and listen to what they have to say? Pick up the phone and talk to them.
- 2. Develop strategic alliances** –Working with people who complement your services and want to work with you is one of the quickest ways to become more profitable and gain experience. Look around at the people and businesses who may want to work with you - and phone them.
- 3 Talk to your customers-** The only way you are going to know what they want and how you are performing is by talking to your customers. Making friends with your customers is a key to success. Everything else being equal people would rather buy off their friends and you have a lot of friends out there – they just don't know it yet. Find out what your customers burning issues are – what is keeping them awake at night and you just might be able to help. So get phoning now.
- 4 Take orders over the phone.** I've heard people say can you put that in writing please. You don't need to – simply record the call and you are done. Don't make it difficult for your customers to stay customers!
- 5 Call your leads.** I heard a company man saying “we're too busy to call the people back who leave their details on our exhibition stand.” Yes he did really say that and guess what – his company is in trouble. If people have taken the trouble to tell you they are interested the least you can do is to call them and see how you can help them. Yes, you need to get a system (a CRM in the jargon) and yes, you need a routine but, no, and this is not difficult.

6 Present the right image. OK, there are lots of ways that you can do this. But your phone system says so much about you. If your phone system is a mobile phone then you are saying to the world that you are small, unreliable (phone signals break down all the time) and don't care how much they have to pay to talk to you. Get a landline number (you can have one from Cloud Net for as little as £2.00 a month!). If your number is 0845 it says you don't care how much mobile callers have to pay (they are outside the scope of bundled mobile minutes). Get yourself as many local geographic numbers as you need – they are cheap.

7 Answer the phone – Don't put people in a queue constantly playing "Sorry for keeping you holding – your call is important to us". It's insulting. So if you don't have the staff use a live answering service- where a real person answers the call. For instance the Cloud Net live answering service is amazing value for money and doesn't even need a subscription.

A good phone system will show you how long people ring for before being answered so you can monitor the situation. The Cloud Net system of course allows you to do this in real time.

8 Put messages on your phone system. When you are transferring the call or it's on hold for a moment then you can use the opportunity to tell your caller about your services. Maybe, you have a special offer they don't know about or a new service .The Cloud Net system allows you to do this very cheaply.

9 Use a recorded message hotline. Research shows that people are twice as likely to call a recorded message line to request brochures than a usual switchboard. Cloud Net's service is simple to set up and very cheap to run.

10 Stop people abusing your system. Any good system will block specific number ranges. So if you never deal with foreign companies – why not block international calls? – stop your staff calling their mates in Spain. Stop calls to premium rate lines and why not stop your staff calling directory enquiries – it's free on the web. Any good system will allow you to see what is going on in real time. If you use the Cloud Net system you can even see in real time who is phoning who from where – even if you have multiple branches you can see it on your portal. You can also prevent people making calls at night – for instance you can stop outgoing calls (except emergencies) after 6.00pm and that stops cleaning staff from making those calls to their aunt in Australia.

11 Get a telephone network provider that charges you less. There are many other providers other than BT – for example Cloud Net. We are simply a lot cheaper and our pricing is understandable.

12 Read what you sign. Most telephone companies try and make things as incomprehensible as possible. So read what you sign and understand it. If you don't understand it, it's because they don't want you to. For goodness sake you must read leases – the clauses are usually onerous. Don't listen to the sales man.

Thanks for reading this if you enjoyed it please pass it on and remember if it was easy then everyone would be doing it!

David Hill



Business class hosted VoIP is changing the face of worldwide telecoms. At the forefront of this revolution – driving down costs and driving up features is Cloud Net. Cloud Net are the only plug and play hosted VoIP business telephone company in the UK.

In summary the benefits are:

Making professional high quality telephone systems affordable for everyone

Cutting down the cost of communication, making it free in many aspects

Geographical location becomes unimportant - any area code can be associated with any phone

Complete integration with other technologies making unified communications a low cost reality

The most advanced feature set on the planet.

Join the revolution today!