

## **Making More Sales by Making Your Company Easy to Reach**

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One of the first rules of sales is “make it easy for the prospect to do business with you.” A related rule of marketing is to make it easy for the prospect to reach you. Everyone knows those axioms just as everyone knows night follows day!

Many companies, while acceding to those rules, do just the opposite when contacted by business prospects. They respond to callers using equipment and techniques such as voice mail, automated systems that require all callers go through hurdles such as a time-consuming “press this” or “say that” routine, putting callers on hold for extended periods, or not replying to email or voice mail messages. On a web site, visitors frequently fill in a web form only to have it rejected for some dumb reason. Any error must be the customer’s fault! Right? Wrong! (The customer is always right – even when wrong – another recognized rule of sales).

ConServIT’s natural speech technology (NST) makes it easy for people trying to do business with your company by letting the caller communicate with you just as if speaking to one of your people. It can take orders without asking a string of prequalification questions or placing the caller on hold. If the caller has questions needing to be answered, he/she can request to be called back or switched to a live operator – the switch being implemented based on the caller’s own natural way of responding. For the caller, a call handled by ConServIT is fast, convenient, pleasant and **easy!**

For more information about NST and ConServIT, or to hear an actual natural speech call, please click on the following link: [www.conservit.com](http://www.conservit.com) or call ConServIT at 1-800-994-4400

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