

## Introducing a New AASP/NJ Benefit to Help Maintain a Professional Image



**Nothing is worse than being put on hold by a company that hasn't made the investment in an on-hold messaging system to keep the caller's attention when a short hold cannot be avoided. That long extremely silent time gives the caller time to think. They may be thinking that they should look elsewhere for the service or product they called you for!**

When a customer has to wait on-hold, they should be hearing about your business, services or specials, and reminded about referral programs.

- Keep callers from hanging up
- Cross promote services and seasonal packages
- Impress your callers with a professional image
- Remind callers about referral programs
- Direct callers to your website for additional information, promotions or email list



**Bringing Benefits to Our Members!**

AASP members are entitled to discounted on-hold programs and services through American Creative. Check out this new benefit on the AASP/NJ Website at: [www.aaspnj.org](http://www.aaspnj.org)

Thank you,

Charles Bryant,  
AASP/NJ Executive Director

**AASP MEMBERS RECEIVE AN ADDITIONAL DISCOUNT WHEN BUNDLED WITH SEARCH ENGINE OPTIMIZATION SERVICES – DRIVING YOUR WEBSITE TO THE FIRST PAGE OF GOOGLE AND OTHER MAJOR SEARCH ENGINES. CHECK IT OUT!**