

Take your customers'
HOLD TIME...

Turn your **hold** button
into a **SOLD** button!

Thousands of clients have returned to First Impression, year after year, because of the positive feedback they've received from their customers. The professionals at First Impression want your business and are ready to work with you – to get your message across, so that you can turn potential customers into committed customers.

First Impression offers:

- *State-of-the-art digitally recorded CD programs*
- *Nationally recognized voice-over talent*
- *Professional copywriting, with scripts designed to drive your customers to your location*
- *Your choice of the hottest licensed music available*
- *Satisfaction guaranteed or your money back!*

So what's the cost?

It's much lower than you might expect!

First Impression professionally-produced CDs run on an inexpensive, off-the-shelf CD player. So there's no expensive equipment for you to lease or to buy. We will help you connect your CD player to your existing phone system.

We specialize in working with large corporations with multiple, nationwide locations. In fact, we'd be happy to put you in touch with some of our satisfied clients, so that you can see what we've done for them!

At First Impression Inc, we offer deep discounts for your corporations' branch offices. It's a matter of the more, the merrier. Simply put, the more of your branch offices that subscribe to our on-hold service, the lower the cost per location.

and turn it into
SOLD TIME!

*When your customers
are on-hold, your business
doesn't have to be.*

Use that time!

Customers who phone your business are your best prospects. They're a captive audience, so while they're on-hold, why not turn "negative on-hold time into positive productive time"?

While you have their undivided attention, they can listen to carefully crafted radio style ads, professionally recorded and interspersed with image building music, designed to reinforce your business' current marketing campaign.

(And if they're using their time by learning about your business, they're less likely to hang-up and take that business elsewhere!)

When you put a customer on-hold, and leave them in boring silence, you are likely to lose them.

But if you use that time to sell them on additional services that your business can provide, you'll enhance your company's professional image and you'll greatly reduce the number of hang-ups.

*On-hold marketing is easier
and a lot less expensive
to use than you think!*

***You don't have to be a
Fortune 500 company
to sound like one!***

Listen to the enclosed two-minute CD,
or call our demo line at (800) 357-3309 to
hear how some of our clients have used our
professional service to boost their bottom line!

FREQUENTLY ASKED QUESTIONS

- ***Will my new on-hold CD work with my current phone system?***
In almost every case, yes. We have the experience to walk you through the connecting of your CD player (with our professionally-recorded CD) and your phone system. That's just part of our service!
- ***Is there any special equipment needed?***
Nope. Just get yourself a CD player (a "boombox" type) and we'll help you connect it to your phone.
- ***Why can't I just play the radio to my customers on-hold?***
You don't want to risk your customers hearing your competition's radio spot while they're on hold for YOU, do you?
- ***Do I get a choice of music selections?***
Absolutely. And all of the music is licensed by BMI / ASCAP / SESAC.
- ***Will you help with any hook-up questions I might have?***
That's just part of our ongoing service to you.
- ***Our system has voicemail and auto-attendant. Does your system work with that?***
In almost every instance. While your caller is being routed to voicemail, he or she will hear recorded ads for your business.
- ***What if I want to make changes to the copy? How does that work? What's the cost?***
Copy changes can be made as frequently as you like, for a small fee.
- ***Do my new on-hold commercials start at the beginning for each new caller?***
The caller will join the messages as they play on your CD player. That means that if someone calls more than once in a day, he or she probably won't get the same message twice.



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