

# Turn Your Phone Into a Virtual Lead Generating Machine

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***To stay competitive and dominate in today's marketplace, businesses are looking for innovative ways to maximize their investment in their marketing and sales campaigns. They can do that by enhancing their customer relationships through state-of-the-art communications.***

To not only become competitive, but also to dominate can easily be accomplished with an affordable virtual PBX system. Gone are the days when you had to have thousands of dollars worth of equipment in your telco closet. It is all transparent now: your communication needs are “plugged in” by simply setting up your virtual system in less than 5 minutes.

When you do this, you will have performed a bit of magic: you will have turned your simple phone system into a massive, and effective lead generation machine.

## Affordable Communications

Virtual PBXs, or “virtual 'Executive Assistants'” don't need to take breaks or do their nails. They are hosted communications systems, running on a computer network that is “patched in” to your telephone number (or numbers) remotely so that—first—you don't have to spend money on equipment. A virtual system is much more efficient and dependable, and scalable should you need to grow.

It provides you with all the communications features of more costly phone systems and gives you the “New Appearance” of a global enterprise. It includes auto attendant, individual extensions, voice mail, conferencing, call forwarding/transfer, for a low monthly subscription: all without a long term contract.

In the old days, telephone “service” companies would require at least a two or three year contract for equipment and software, just to get you up and running. Since everything is run on “server farms” in the middle of a secured environment, you no longer need to invest in equipment, technicians, programmers and maintenance personnel.

Virtual systems “tie in” all your existing phone numbers into one system, so you can use your present phone systems, whether they be land lines, mobile (wireless) cell phones or VoIP lines.

For certain industry professionals in particular, this puts you at a great advantage by freeing you up so that your mobile work force will never be “out of touch” again. Real estate professionals, medical specialists, doctors, lawyers, government personnel, and insurance salesmen can now consolidate multiple offices, cell, pager and fax numbers into one toll-free number.

Let me reiterate that point again: professionals operating out of multiple locations, using multiple phone numbers, whether they be land line, cell phone, pager or fax numbers, can now put all those numbers under one “umbrella” —so to speak—into a single number.

This is a huge benefit because it allows your prospects and clients to call just one number to locate their agent, their doctor, their lawyer, or their elected representative, no matter where they might be. They can be anywhere in the world, and still be reached in a variety of ways.

Don't want to be bothered? Switch on the “Do Not Disturb” feature and let everything go to voice mail, and pick them up later... by phone, fax or email.

Virtual systems will ensure that you never miss an important call again.

If you're in Network Marketing, this is critically important to your business growth, because people don't join “business opportunities,” they join other people. And if your prospect can't get in touch with you, they can't grow their business, then your business suffers. By making yourself more “in touch” during business hours, you can remain mobile and still grow.

## **A Lead Generation Machine**

One of the best kept secrets about a virtual PBX system is its ability to generate quality leads. The system runs 24 hours a day, 7 days a week, 365 days a year, and allows you to get information into the hands of your prospects and potential buyers and sellers, regardless of the time of day. For doctors and lawyers, this is a boon for retaining their clients and expanding their practices with quality referrals.

For real estate and insurance professionals, timely communication with your prospects and clients is crucial to your survival and growth, because we all know that most new prospects will work with the first person they talk to.

The flexibility and ease with which extensions can be changed or updated allows you to set up a virtual sales and information center by creating multiple recordings with information on current listings and services. All of this can be done online by accessing your “back office” and you'll be through in minutes!

Many businesses even utilize extensions to generate leads by offering free educational reports on such topics as getting a home ready for sale, how to stop paying rent and become a homeowner, how to set up a retirement investment plan—you name it! Whatever business you're in, you decide what you want to put into each “extension.” This is especially helpful for realtors to build a rapport with prospects, even if they are not ready to buy or sell right away. And in today's stressed markets, you need every advantage you can get!

Another key lead generation feature is fax-on-demand, which allows your prospects to receive faxed information round-the-clock and eliminates the need for agents to spend hours refilling information tubes at every listing. Just put the toll free number, or a local number with an extension on your yard signs, and have it go directly to a pre-recorded message describing that particular property. The same system can easily be adapted to whatever business you are in.

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Call before March 30th and receive a **FREE** copy of a Special Report,  
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**Call TODAY!**

Also, built-in reporting and tracking capabilities help maximize advertising and marketing budgets. By assigning a specific extension to each advertisement or direct mailer, realtors can easily and affordably identify which campaigns are producing results and which are not, helping them target their advertising dollars in the most effective manner. How can you apply this to your business if you're not in real estate? The ways to adapt are limitless!

Finally, the system captures callers' phone numbers, as well as the address from which the call was placed (as long as they are listed in the phone book), letting realtors follow up with prospects whether or not a message was left. And, because a business relationship has been established once callers access the marketing, fax-on-demand or any other inquiry-related extensions, agents can call without the fear of violating Do-Not-Call regulations.



This also eliminates the need for cold calling. Since only interested callers are accessing your information lines, you can reduce the time spent on filtering out unqualified leads.

## The Technology in Action

Irina Netchaev, with [Keller Williams Pasadena Realtors](#), a California based real estate agency with more than 120 agents serving the Pasadena, South Pasadena and San Marino areas, implemented TeleCenter's Real Estate Pro virtual PBX system as an affordable, easy way to improve her marketing efforts.

The agency uses sign calls, newspaper advertising and their website to generate leads, which can turn into a tedious process that is difficult to track and evaluate in terms of effectiveness. It was also problematic, as calls going through a central switchboard were often misdirected and agents didn't receive messages in a timely manner. The delayed call backs resulted in lost sales as most prospects will only work with the first agent they connect with.

By integrating a virtual PBX to overlay all their numbers into one system, call from qualified prospects are received directly by the agents, eliminating delays that can result in lost opportunities. Furthermore, because agents are able to consolidate marketing and fax lines into one toll-free number, it is now much easier for clients to reach them. Plus, Keller Williams has found that prospective buyers are more comfortable calling a *toll-free* recorded hotline to get more information on a property, particularly if they are not ready to speak with an agent.

This is a great marketing tool since a lot of prospects don't feel "pressured" into making any decisions about a particular piece of property, but only want some information about it. This removes the "fear factor" that they're going to be "pitched" into seeing the property, and possibly not be qualified to make an offer. Once they have the information on the square footage, amenities and the seller's price, they themselves will either "qualify" or eliminate themselves from the purchasing equation.

Do you see how this can be a tremendous time saver? Now, how could you apply this to ***your*** business?

You can also set up unique marketing extensions for each one of your listings or "opportunities," ensuring only qualified prospects can learn more about individual property listings or business opportunities whenever they are ready. Additional extensions offering free audio reports have also proven effective at attracting potential buyers and sellers.

Finally, the *caller ID capture system* makes it so easy to follow up on calls. By assigning unique extensions to each listing you will be able to track which ones are attracting the most interest, and it will all show up on the screen of your phone. This way, when you take their call, or return their call, you will know what they are calling about.



*"The sales process has improved immensely," said Irina Netchaev, Broker Associate at [Keller Williams Realty](#). "The system is very flexible, easy to use and has allowed me to get information out in a more effective and efficient manner, resulting in more qualified leads."*

In short, a virtual PBX not only satisfies the communications needs of Keller Williams' agents, it has also allowed the agency to maximize its marketing efforts and better-target its advertising dollars.

How can this be applied to your business? To learn more, visit the [TeleCenter Real Estate Pro web site](#) to learn how to integrate a virtual PBX into your real estate business.

Not operating a real estate business? Not a problem!

If your business is Network Marketing, Internet Marketing, a law firm with just a few to several partners, a doctor's office with multiple locations and hospitals, an insurance agency with multiple agents and locations—or ANY kind of business—look at [Unified Messaging and Communications](#) as a means to integrate a virtual PBX into streamlining your business.

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Or call Ernest O'Dell at [Questar TeleCommunications](#) for more information about virtual PBX's at: (806) 297-3267