

## Q and A with Tammy Taylor

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### How to stay professional and competitive while making cutbacks....

A good friend and client of mine for many, many years had to make some changes in her business, to adapt to the New Economy. She called me earlier this week, and we were talking about **how to stay professional and competitive while making cutbacks.**

One of her questions I wanted to share with all of you, was the question below about "The Phone: The First Impression" Blog.

#### QUESTION:

Tammy, I **no longer have a receptionist** so I am using my personal cell phone as my business phone, how do I do this and still present myself as being professional?

I will not have a physical person answering the phone anymore while I am with a client, how do I make my voicemail sound personable and professional, so **my existing clients and new clients do not get annoyed**, feeling like they are not getting the personal attention I could give, when I had a receptionist?

#### ANSWER:

Clients will understand the changes you are making if it does not hamper your customer service, and your **clients continue to feel they are just as important and appreciated as ever.**

The most professional way to use your cell phone as your business and personal phone is to put your business first; friends will understand, however clients will not feel confident, if you answer your cell as if it is your personal home phone.

A nice feature on cell phones is they can be programmed with different ring tones for family, friends, clients, etc. So you can screen your calls without having to answer the phone, and when you do answer, you will know if it is business or personal.

**Make sure your Voicemail is very professional and reassuring as this will now be your New receptionist.**

The most important thing to remember when doing a voice message is reassuring your clients their phone call will be returned within a certain time frame; this will give them confidence to leave a message, instead of getting frustrated and just hanging up.

**Here is an example of a simple professional voice message which will encourage clients to leave a message:**



Tammy Taylor  
CEO, Tammy Taylor Nails Inc.  
Entrepreneur and Business Owner since 1981

"Hello this is Tammy Taylor with Tammy Taylor Nails, I am presently with a client, please leave your name and phone number and I will call you back within an hour. If this is urgent please text me, and if you would like more information please visit my website TammyTaylorNails.com, thank you for calling, please leave a message after the beep."

After every client, listen to your voice messages immediately (do not procrastinate), and write the message down on a note pad (instead of trying to remember): then call back your clients immediately, before your next client.

When clients know you will call them back promptly, they will be very perceptive, and will adapt to the new routine quickly and effortlessly.

*Have a Great Nail Day!*

*with love,  
Tammy Taylor*

Proverbs 17:22 A cheerful heart is good medicine, but a broken spirit saps a person's strength.

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