

22 Ways to Grow and Build Any Business (and catapult your sales) with iTeleCenter™

**A Special Report by Questar TeleCommunications –
Unified Communications Division**

Saturday, December 4, 2010

by Ernest O'Dell

Questar TeleCommunications

Toll Free: (888) 287-9882

Email: Ernest.ODell@QuestarTeleCommunications.com

22 Ways to Grow and Build Any Business (and catapult your sales) with iTeleCenter™

Table of Contents

#1: Why a personal toll-free number?.....	3
#2: One simple phone number instead of three separate numbers.....	3
#3: Promote your business while customers are on hold.....	4
#4: Send and receive faxes 24/7 without a fax machine!.....	4
#5: Use iTeleCenter’s professional Voice Studio to grow your business and enhance your image.....	5
#6: Save money on advertising with iTeleCenter’s™ Ad Tracker.....	6
#7: Multiply your inquiries and sales with 24-hour recorded message hotlines.....	6
#8: Showcase and gather glowing testimonials.....	8
#9: Your own conference bridge line at absolutely no charge.....	9
#10: Create an explosive Yellow Pages presence.....	10
#11: Use iTeleCenter™ to train new staff and increase productivity.....	12
#12: Evenly distribute calls to your team with Automated Call Distribution (ACD).....	12
#13: Use surveys to find out what’s on your customers’ and prospects’ minds.....	13
#14: Let your Website visitors instantly connect with you by a simple click of the mouse.....	14
#15: Send important printed documents to customers 24/7.....	15
#16: Telecommuting is now even easier with iTeleCenter™.....	16
#17: Use iTeleCenter™ to track your pay-per-click advertising.....	16
#18: How to use iTeleCenter™ to rent your properties faster and get better tenants—and save time doing it.....	17
#19: How to use iTeleCenter™ to hire your next superstar.....	18
#20: How to use iTeleCenter to make attending teleseminars easier.....	19
#21: How to use iTeleCenter to sell more houses and get more listings.....	20
#22: A custom-made Prospecting and Communications System for network marketers.....	21
#23: A summary of these 22 ways to grow and build any business with iTeleCenter™.....	22

22 Ways to Grow and Build Any Business (and catapult your sales) with iTeleCenter™

#1: Why a personal toll-free number?

The Number One reason why you should have your own personal, dedicated Toll-Free Number is Credibility. Having your own toll-free number shows people that you are a Professional—with a capital “P”!

In today’s competitive business environment, the first step you must take if you want to stand out head-and-shoulders above your competition is to be perceived as a professional. Having a toll-free number is just plain good for business. “In-the-know” entrepreneurs recognize that having a toll-free number increases sales, even if the number is not called. The authority and prestige of a toll-free number carries a huge amount of weight!

Plus, having a toll-free number boosts your accessibility, making it more likely that your clients & customers will call you, since calling a toll-free number saves them the expense of long distance charges if they are calling from outside your local calling area.

Toll-free numbers are a great way to provide a national image for even the smallest businesses. Just because your business isn’t close in proximity to your target customers doesn’t mean you have to pack up and move your office.

#2: One simple phone number instead of three separate numbers.

iTeleCenter™ offers you the benefits of a SINGLE toll-free or local business number to make things ultra-simple for you—and for anyone trying to reach you! And, if you already have a toll free number, you can now have it switched over to iTeleCenter to get free inbound calls.¹

No need to give out your office, fax, and cell phone numbers to people anymore. One simple number does the work of three. Clients, colleagues, and even friends will rest assured knowing they can always reach you by merely dialing you iTeleCenter™ phone number.

And if you can’t take the call, iTeleCenter’s™ Enhanced Voicemail allows you to easily take and manage messages.

¹ Call iTeleCenter Customer Service at 1-800-454-5930 and tell them you were referred by 888-287-9882

22 Ways to Grow and Build Any Business (and catapult your sales) with iTeleCenter™

iTeleCenter™ allows you to quickly increase your retention of repeat customers and get more phone orders, since people need only deal with one number instead of three.

Moreover, you'll avoid having to give out your cell number to the general public. Your privacy matters, after all!

#3: Promote your business while customers are on hold.

With iTeleCenter™ you can go well beyond music on-hold and actually promote your business while callers are waiting to be connected to speak to you or your representative.

On-hold commercials offer a splendid opportunity to take advantage of this lull in activity to do real marketing and powerfully promote new offers or remind customers of existing specials. iTeleCenter™ allows you to create your own on-hold commercial. Write your own compelling script, or use iTeleCenter's™ Voice Studio to help you create one from scratch. On-hold commercials make it simple and convenient to provide callers with additional information about your product or service.

Now you can build and maintain your relationship with customers through a simple method and make maximum use of this important block of time!

#4: Send and receive faxes 24/7 without a fax machine!

Now you can send and receive faxes around the clock—24 hours a day, 7 days a week, 365 days a year—without having to use a fax machine or pay for a separate dedicated fax line!

With iTeleCenter™ you can send or receive faxes *any time* of the day or night using just your email program or your online account's back office. And all without wasting a single sheet of paper or a single drop of toner!

Your iTeleCenter™ toll free number is all you need. No more need to list a separate fax number on your business card or in your other advertising. Fax senders only need to remember ONE number: your toll free iTeleCenter™ number.

22 Ways to Grow and Build Any Business (and catapult your sales) with iTeleCenter™

Plus iTeleCenter™ will notify you immediately via email and/or text message to your cell phone when you receive an incoming fax. You can then view your fax online, through a link in your email notification, or even have it forwarded to another fax machine if you so desire.

Print selected pages within your browser, if you so desire: you choose which ones to print. Or simply save it in your online inbox or to your personal computer as a PDF file.

iTeleCenter™ also has an Automatic Retry feature to ensure that your sent faxes will always be delivered. Sending and receiving faxes just got a lot easier and a LOT less wasteful and stressful!

#5: Use iTeleCenter's professional Voice Studio to grow your business and enhance your image.

Having your greetings and on-hold messages delivered by a professional voice talent can enhance your company's image and make you sound just like a Fortune 500 company.

With iTeleCenter's™ Voice Studio you have the means to create high-quality, professional-sounding greetings, prompts, and messages at an affordable price. Choose from an array of available voice talents to find the one that best suits your small business's needs and image.

Need a top-quality, professional on-hold commercial? iTeleCenter's™ Voice Studio team can produce it for you. We can even create recorded messages for you in different languages.

Sounding professional was never so easy. Simply type in your script online and we'll have it recorded professionally for you and uploaded into your system in a matter of just a few days. All done for you at a fraction of the cost of high-end voice studio services, starting at just \$45.²

² Call Ernest O'Dell at 1-888-287-9882 and he will do your voice over for free when you sign up under his number. He is a former opera singer with a basso profundo voice, and has experience in recording voice overs for audio, radio and telephone commercials.

#6: Save money on advertising with iTeleCenter's™ Ad Tracker.

One of the most important things for any small business without a multi-million dollar advertising budget is the ability to easily track the results of your ads and determine your return on investment (ROI).

Without the ability to do this, you're just throwing mud at the wall and hoping some of it sticks. It's a waste of good money. Advertising needs to be accountable, and iTeleCenter™ provides you with a simple and convenient way to ensure that accountability!

Here's all you need to do:

- Simply include your iTeleCenter™ number, along with an ad tracking code in your ads, along with a reminder for them to mention the tracking code number when they call in.

When the Ad Tracker feature is activated within your iTeleCenter™ back office, callers will be prompted to provide the ad code before they can continue. After they key in the code, they will be directed to your Main Greeting.

iTeleCenter™ informs you via your back office inbox which ad code each caller entered. Now you can easily monitor your advertising results and quickly determine your ROI, ***and sound like the big call centers!***

Test different ads and get rid of ads that aren't working: know once and for all which ads your prospects are responding to.

#7: Multiply your inquiries and sales with 24-hour recorded message hotlines.

If you're not using 24-hour recorded messages in your business, you're leaving a pile of money on the table. Money that would be much better off in your wallet and/or bank account!

Why are Toll-Free 24-hour recorded messages so powerful?

22 Ways to Grow and Build Any Business (and catapult your sales) with iTeleCenter™

First of all, the calls are toll free for your customers and prospects. They're also free for you as you don't pay for inbound toll free calls like other services.

Since the caller doesn't have to spend anything to call your "hotline," it increases the likelihood that you will receive more calls. Studies have shown that using a toll-free number in your advertising gets vastly greater response than when just using a local number.

Secondly, they work around the clock. They are your 24/7 business lifeline. You can be asleep, on vacation, or just out running errands—and the recorded messages will still be working for you. This allows you to take "time off" away from the phones and from the intensity of interacting with customers and clients "live."

Imagine how nice that would be!

Thirdly, you can use Toll-Free 24-hour recorded messages for a huge variety of marketing tasks—especially for capturing leads.

Toll-Free 24-hour recorded messages are great for hosting audio overviews of products, services, real estate listings, giving office location and hours, showcasing testimonials, providing information in multiple languages, and anything else you can think of.

Remember, your prospects are NOT threatened by recorded messages and are much, much more likely to listen to a recorded message than to engage a live person. In fact, the Direct Marketing Association says that 83 percent of ad respondents would rather listen to a free recorded message than talk to a real person! Once they're convinced of your offer, they will commit to the transaction by dialing through to one of your live Customer Service Reps, or to you if you have it set up for Call Forwarding.

SIMPLICITY, EASE, AND CONVENIENCE—AT YOUR FINGERTIPS

With iTeleCenter,™ using Toll-Free 24-hour recorded messages has never been easier! And once your prospect has listened to your customized message, iTeleCenter™ can direct them to leave their contact information, if you choose, so you can follow up with them at a later time.

22 Ways to Grow and Build Any Business (and catapult your sales) with iTeleCenter™

Prospects can even press 0 to speak with you directly at anytime while listening to your recording, if Call Forwarding is turned on. This feature gives you the ability to speak to a hot, *“pre-qualified”* prospect immediately.

Additionally, with iTeleCenter’s™ Extended Length Greeting feature, you can provide messages of great length, as opposed to the minute or two normally offered in typical voicemail services. Callers can also move seamlessly from one extension to another and get, for example, a full audio presentation on your company’s products and services.

You can even receive Instant Message Alerts via E-Mail and Text Message when prospects call to listen to your recordings.

#8: Showcase and gather glowing testimonials.

No matter what industry you are doing business in, sincere testimonials from your satisfied customers are worth their weight in gold!

Prospects want to know whom they can trust, and they want to hear directly from others who have used the product or service they are considering. You can talk all day until you're *“blue in the face”* about how wonderful your product or service is, but in the end—others’ comments are much more powerful than your own when it comes to getting people to buy.

And with iTeleCenter™ you can now capture and present those valuable testimonials to prospects at the touch of a button...

...24 hours a day!

For example, customers can be asked to call a particular extension to record their testimonial. You can then publish that “testimonial hotline” extension in advertisements and mailings to prospects. They can then call in and listen to testimonials from happy customers. Best of all, because extensions are so easy to set up and/or change, you can target your customers’ testimonials at specific aspects of your market and direct your prospects to the appropriate testimonial.

#9: Your own conference bridge line at absolutely no charge.

If you've never experienced the ease and convenience of having your own Conference Call bridge line, then you're in for a real treat when you activate your iTeleCenter™ account.

Holding your own conference calls is a breeze with your iTeleCenter™ bridge line—and this great tool is included at absolutely no charge with your new iTeleCenter™ account.

Imagine having a virtual conference table at your disposal. With your own Conference Call bridge line you'll have just that! No need to worry about bad quality 3-way conference calls through a regular phone line anymore.

Conference calls are easy to schedule, and can be held at times that are convenient to all concerned. And your Conference Call bridge line comes complete with its own telephone number, which participants simply dial in order to attend your meeting. You can have two or three people, or thousands of people on the same call: your choice!

Now you'll have a simple tool that allows team members located in remote areas to have easy access to meetings. Hold teleconferences for training and other purposes. You can even use it for informational meetings to acquaint prospects with certain aspects of your product or business.

And best of all, the cost of your bridge line is included when you activate your iTeleCenter™ account. Conference bridge lines normally come with a monthly fee, but with your iTeleCenter™ account your bridge line won't cost you a penny!

#10: Create an explosive Yellow Pages presence.

Have you ever wondered why Yellow Pages ads all look the same?

Well, so have we.

And frankly, we're puzzled!

When all the advertising looks the same, prospects have no way to know who they should call. So, they usually just choose something by default (often the biggest ad).

But all it takes is a few small changes to make yourself stand out from the crowd and make your ad the **PREFERRED** ad that customers will read (and respond to), no matter how big or small your ad may be!

One of those small changes—a change that requires very little extra work on your part—is to simply add your toll-free iTeleCenter™ number to your Yellow Pages ad, along with a brief call to action telling them what they will hear when they call.

You can even set up a dedicated iTeleCenter™ number specifically for your Yellow Pages ad.

This makes it easier to track response from your ad (and believe us when we say that you'll get much greater response when you include your iTeleCenter™ number and a call to action in your Yellow Pages ad!). Then, when the customer calls, you can direct them to a specific mailbox where they will hear the marketing information or other information you have prepared for them.

One of the best uses of this technique is to offer a free report in exchange for their contact information. They simply leave their name and address (or email address) and you send them the free report. This is a great way to build a highly targeted mailing list just through the use of your normal advertising in a medium such as the Yellow Pages.

22 Ways to Grow and Build Any Business (and catapult your sales) with iTeleCenter™

Here's an example of how it might work for Bob, who owns a home contracting business.

Bob's yellow page ad may look like this:

Warning! Don't Even Think Of Hiring A Contractor Without Reading This FREE Report!

Thinking about hiring a contractor? Then make sure you read this shocking free report revealing the 7 questions you absolutely MUST ask before hiring a contractor. This informative report reveals the secret techniques many contractors use to rip innocent people off...and shows you how to avoid falling for their schemes. To get a copy of this eye-opening report, just call **1-800-XXX-XXXX**, 24 hours a day and listen to our free recorded message. Call NOW, before you become another one of their victims. Discover what many contractors don't want you to know!

When prospects call Bob's hotline, they will then hear helpful information about the "7 Questions You MUST Ask Before Inviting A Home Contractor To Your Home."

After listening to the message, they can leave their contact information to receive a copy of the report, or be connected/forwarded directly to Bob or one of Bob's staff.

This is a great way to make a plain old Yellow Pages ad into a lead-pulling, profit-making machine. This same technique can be used with newspaper or magazine space ads, or even with classified ads.

Your iTeleCenter™ toll-free number, combined with a strong call to action, is a literal magnet for response! And the ideas are endless! Just let your imagination think up new ideas for getting your message out!

#11: Use iTeleCenter™ to train new staff and increase productivity.

iTeleCenter's Call Record feature allows you to record any and every conversation that takes place between you and your clients. What's more, you have multiple, beneficial ways to put this recorded information to good use!

Never worry again about losing key information passed back and forth by phone. You'll have an archived bank of recorded calls that you can listen to over and over for Quality Control and Assurance purposes.

In addition, you'll have a ready-made training tool—one that ensures that newer employees will quickly become productive members of your team! Go back over respective calls with trainees at your convenience and point out areas for improvement.

Maintain top-flight customer service: keep track of how well your salespeople are handling incoming calls. Improve customer relations, tune in easily to your customers' and clients' most pressing needs and most common questions! The sky is literally the limit when it comes to the possibilities for upgrading your team's efficiency and increasing your company's productivity using this great tool.

And once you've finished recording your call, you'll get immediate access to your recordings via email or online in the recording archive section.

#12: Evenly distribute calls to your team with Automated Call Distribution (ACD).

Thanks to iTeleCenter's™ Automated Call Distribution (ACD) feature, you can now ensure that each member of your team receives an equal number of calls each day. This feature is especially handy if you have a sales team and want to distribute incoming phone leads evenly among your team members to avoid overload and create a level playing field.

22 Ways to Grow and Build Any Business (and catapult your sales) with iTeleCenter™

In addition, multiple callers can be on-hold while waiting to connect to the next available representative. You can even set up your extension so team members have time to finish details from the last call before their phone rings again.

iTeleCenter™ also allows you to customize the amount of time for each separate queue and, if you choose, announce to your callers how many others are in line ahead of them so they can choose whether to remain on-hold or call back later.

Get detailed reports showing how many calls each of your team members are taking per day and the average length of each call.

With ACD, you'll increase your efficiency and effectiveness as a team, and avoid overload for individual team members.

#13: Use surveys to find out what's on your customers' and prospects' minds.

Whenever you can find out just what it is your customers and clients are thinking you're ten steps ahead of your competitors. And with iTeleCenter's™ survey tool, part of our Q&A Scripting feature, you'll be able to find out what they're thinking without having to pay for focus groups or other expensive marketing ploys.

You'll learn exactly what you need to know to better serve your customer base, and in the process improve your customer service and make your business more efficient!

This handy survey tool allows you to record multiple questions, each followed by a beep, in order to record an answer from the caller. iTeleCenter™ then combines your questions into one voicemail message, which prospects, customers, and clients will hear. These questions can be set up on any of your Extension Mailboxes.

Survey your prospects, customers, and clients and use their answers for customer service, marketing, and/or sales purposes. Get their opinions...find out what they like or dislike...get right inside their head.

And there is no limit to the number of questions you can ask!

22 Ways to Grow and Build Any Business (and catapult your sales) with iTeleCenter™

Now you can use the power of surveys to find out EXACTLY what your customer base is thinking about and what their specific needs and wants are. This is great for developing a laser-targeted, customer-centered approach in your marketing and service.

#14: Let your Website visitors instantly connect with you by a simple click of the mouse.

With iTeleCenter's™ Click-To-Call feature, people from anywhere in the world can reach your iTeleCenter™ number. And it won't cost them a penny!

With the simple addition of a snippet of HTML code, you'll have an easy-to-find button icon or text link embedded in your Website, email signatures, online ads, or any other online document, making calling your business easier than ever for your customers.

And Click-To-Call integrates seamlessly with such stellar iTeleCenter™ features as Call Screening and Announce, so you'll always know ahead of time who's calling! What's more, you can set up your Click-to-Call so it routes calls to any phone or series of phone numbers in a fixed or rotating order.

How does Click-To-Call work?

When a client, customer, or prospect clicks on your Click-To-Call link, a pop-up box will open on their computer. The caller merely enter their phone number, clicks the Call button, and iTeleCenter™ calls them. When the caller answers, iTeleCenter™ dials the number you have pre-configured to connect the caller to you. If you are unavailable, the caller will be forwarded to voicemail.

This is a great way to bring your iTeleCenter™ together with your Web presence. And best of all, the call doesn't cost the caller a cent.

#15: Send important printed documents to customers 24/7.

Now there is a simple way to give your customers around-the-clock access to important printed documents. With iTeleCenter's™ *Fax On-Demand* feature, you can create your own library of documents—documents that callers can get via fax delivery instantly—at ANY time of day.

Whether it's order forms, directories, written testimonials, or even sales letters, now you can get the printed version of the information into their hands without lifting a finger! Customers merely call in to your special Fax On-Demand extension, where they will hear a brief description of your library's documents. At that point, they need only input their fax number—and the Fax On-Demand tool immediately and automatically calls that number and sends them the information you have uploaded to that particular extension.

This is a powerful and comprehensive marketing tool, saving you time, expense, and effort while sparing you the hassle of faxing information to them manually.

Fax On-Demand is an especially great solution if you are a mobile professional and need to send out the same documents over and over again to prospective clients or customers. One simple call to your iTeleCenter™ Fax On-Demand extension and your fax is on the way to your client, regardless of whether you are near a fax machine or not.

Combine this with iTeleCenter's™ Send and Receive Faxes Online feature, and your potential client can promptly fax those completed documents right back to you.

Care to try out the iTeleCenter™ Fax On-Demand system right now?

Dial **1-800-704-1314** and then choose extension **900**. When prompted, enter your fax number.

#16: Telecommuting is now even easier with iTeleCenter™.

As more and more employees work in varied home locations away from the main office, having a tool to keep a dispersed team connected within one phone system becomes increasingly important. That's why iTeleCenter™ is such a valuable tool for offices that employ telecommuters as part of their team.

With iTeleCenter™, telecommuters' home phones can appear to be connected directly into the main office phone, since iTeleCenter™ can be set up to automatically forward calls to telecommuters' home phone numbers—without interruption!

Avoid the possible mixup that can occur by having to give out home phone numbers, while keeping your team's privacy intact. Callers need not even know where a telecommuting partner is located, since iTeleCenter™ makes the entire team appear connected—transparently—even when working at tremendous distances from each other. Your team could virtually be spread out all over the country, but would appear to be in the same locations with the telecommuter feature enabled.

#17: Use iTeleCenter™ to track your pay-per-click advertising.

If you use pay-per-click advertising for any aspect of your business, you'll find that iTeleCenter™ can help you reap huge benefits—and all with just a small addition to your website!

Here's how it works:

When prospects click on your PPC advertisement, they will be taken to your Website. After reading your marketing message some may decide to call you. By linking specific sets of keywords from your PPC ads to your iTeleCenter™ ad tracker, you will be able to tell which keywords are getting the best response. Similarly, you can also link specific sets of keywords to separate toll-free numbers.

22 Ways to Grow and Build Any Business (and catapult your sales) with iTeleCenter™

For example, Joe is running a PPC campaign for his automotive repair shop and centering on the keyword phrases “automotive repair,” “auto repair,” and “car repair.”

Joe would simply set up separate landing pages on his Website for each ad. The landing page would display Joe’s toll-free number, along with the specific ad tracker extension. This allows Joe to see exactly how much response is being generated by his PPC ads, right down to his return on investment (ROI).

Now you (and Joe) have an additional tool for gauging response to your online ads. By keeping close track of your response numbers, you’ll be better informed as to which ads are working and which ads are not.

Laura Betterly of Yada Yada Marketing, Inc. uses iTeleCenter™ to help her clients increase their own returns on advertising investment. Here’s what Laura has to say:

"We are a Google certified company and we drive traffic to web sites for our clients. All of these sites have forms for prospects to fill out. We added the 800 numbers from iTeleCenter and the results have been amazing. With iTeleCenter we are able to see exactly how many calls came in, the time of day, and the number they called from, and even track the ROI on our PPC campaigns! The iTeleCenter number is one of the most important things we have added to our business."

*Laura Betterly, Yada Yada Marketing, Inc.
www.yadayadamarketing.com*

#18: How to use iTeleCenter™ to rent your properties faster and get better tenants—and save time doing it.

As a landlord or a Real Estate investor, your bottom line revolves around getting quality tenants into your vacant rental properties as quickly as possible, and iTeleCenter™ is tailor made for helping you do just that!

With iTeleCenter’s™ 24-hour hotlines, you can weed out unqualified renters with a recorded message that describes exactly the qualifications you are looking for in a tenant. Qualified tenants can leave their contact information and you can then inform them that you will be showing the apartment on, for

22 Ways to Grow and Build Any Business (and catapult your sales) with iTeleCenter™

example, Wednesday from 3 – 5 p.m.

By using this method, you will eliminate “tire kickers” and unqualified people calling you to ask about the property (which takes up a HUGE amount of your valuable time) and instead zero in on ONLY the most qualified prospects.

Moreover, you will create competition, as there will usually be several prospective tenants viewing the property at the same time. This ensures that you will rent your property faster, as competition and assumed scarcity naturally make people more interested in renting from you. Real Estate millionaire, infomercial guru, and best-selling author Dean Graziosi uses 24-hour Real Estate hotlines in this very same way, and highly recommends the use of them to all his coaching group members.

24-hour recorded message hotlines for Real Estate make so much sense, since they save you incredible amounts of time and energy, while performing the work of an army of professionals. It’s as if you had an entire office full of agents working just for you as your personal assistants!

#19: How to use iTeleCenter™ to hire your next superstar.

One of the many “hidden” benefits of iTeleCenter™ 24-hour recorded messages is what they can do to help you hire great employees. Now you can save time and minimize your aggravation in the hiring process by using 24-hour recorded messages to inform and screen applicants.

Here’s an example of how the process works:

Let’s suppose you are seeking a virtual assistant to help you with the many time-consuming and sometimes frustrating organizational details of running your business. You would first set up an extension with a 24-hour recorded message. The message would contain in-depth information regarding the position, responsibilities, and requirements.

After you have the extension set up, you would write a very short, highly targeted ad to drive prospective candidates to call the extension in order to get more information about the position. Your ad would then be published in help wanted publications, online, or anywhere else prospective employees search for employment. The more highly targeted the publication, the better.

22 Ways to Grow and Build Any Business (and catapult your sales) with iTeleCenter™

Professional journals are some of the best places for targeting prospects, but even the local newspaper can serve your purpose. After reading your ad, the prospective candidate first calls your iTeleCenter™ extension, where he/she receives your detailed information on what you are looking for in the way of a person to hire. The message concludes by giving your prospect specific instructions for moving ahead in the application process (if, and only if, they believe they are qualified).

The beauty of this model is that when prospects call, they can listen to the information and determine whether or not they are truly interested in, or qualified for, the position. If they are NOT interested or qualified, they need not waste your time, nor do you need to waste theirs with a useless conversation.

You ONLY speak to the candidate once he/she has been FULLY prequalified and once you know he/she is definitely the kind of high-level candidate you want on your team. By using a 24-hour recorded message in this way, you enable your candidates to be “robotically qualified,” requiring no human intervention whatsoever from you until the very end of the process.

The grand result is that you eliminate less serious or unqualified candidates early on, and thus you need only spend your valuable time with the small number of candidates who are the most promising!

#20: How to use iTeleCenter to make attending teleseminars easier.

Have you ever noticed how teleseminars are almost always scheduled during daytime hours—a time when you and your team are usually busy with pressing business matters? With iTeleCenter's™ Call Record feature you can now “attend” teleseminars whenever you like—even in the middle of the night!

Record teleseminars so you can listen to them in depth at a later time and at your leisure. No more worries about missing key segments of teleseminars because of inconvenient call-in times or because you were called away during the event because of other pressing matters. And once you've finished recording the teleseminar, you'll have immediate access via email or online in the recording archive section.

#21: How to use iTeleCenter to sell more houses and get more listings.

As a Real Estate sales professional, your bottom line revolves around getting plenty of listings from buyers and sellers, and iTeleCenter™ is tailor-made for helping you do just that! iTeleCenter™ offers you several key benefits to help you locate and lock in a ton more listings each month—and ramp up your sales in the process.

How?

First, with iTeleCenter's™ 24-hour Real Estate hotlines, you'll get a tremendous boost when you are the buyer or seller's first *point of contact*. According to studies conducted by the National Association of Realtors (NAR), over 70% of people looking to complete a Real Estate transaction do so with the very first agent they come into contact with.

By using your 24-hour iTeleCenter™ Real Estate hotlines in your advertising, you'll ensure that you have a huge leg up on your competition, as the majority of agents are NOT using 24hour hotlines, but are instead running the same old generic ads.

By running ads that include your iTeleCenter™ 24-hour Real Estate hotline in your advertising, you catch buyers' and sellers' eyes because you're not doing the same old thing. Plus you can offer them something of value (usually a free informative report) in exchange for their calling you. And what's more, since it is a recorded message, callers won't feel threatened about getting a high-pressure sales pitch from anybody.

iTeleCenter™ allows you to capture callers' phone numbers, as well as the address from which the call was placed (as long as it is listed in the phone book), letting you follow up with prospects even if no message was left.

iTeleCenter's™ 24-hour Real Estate Hotlines also give you detailed call reports, providing you with iron-clad proof of the number of interested parties who have called in.

24-hour Real Estate hotlines help you to become the seller's first contact, lock in more listings with your listing presentation, and provide a 24/7 listing tool

22 Ways to Grow and Build Any Business (and catapult your sales) with iTeleCenter™

with an instant contact option.

Successful realtor Irina Netchaev of Keller Williams Pasadena Realtors uses iTeleCenter™ exclusively, and has this to say:

“Since teaming up with iTeleCenter™, the sales process has improved immensely. Our agents set up unique marketing extensions for their listings, ensuring prospective buyers can learn more about individual properties whenever they are ready. Additional extensions offering free audio reports also have proven effective at attracting potential buyers and sellers.



“iTeleCenter™ has allowed me and my agents to generate buyer and seller leads in a more effective and efficient manner, resulting in more qualified leads and ultimately more sales.”

*Irina Netchaev, Keller Williams Pasadena Realtors,
www.PasadenaCARealEstateHomes.com*

#22: A custom-made Prospecting and Communications System for network marketers.

Are you a Network Marketer looking for a tool that will help make prospecting for new distributors and communicating with your team easier and more efficient? If so, then iTeleCenter™ is just what the doctor ordered.

iTeleCenter™ gives you a custom-made Prospecting and Communications System to help simplify and enhance your recruiting while increasing product sales. In addition, iTeleCenter™ will help you increase your retention rate for existing distributors on your team. And what’s more, iTeleCenter™ is an easily duplicable system, proven through time by hundreds of successful distributors.

With iTeleCenter™ you’ll get:

- A push-button method for instantly communicating with all of your distributors
- The ability to pre-record multiple prospecting messages to help you find excited new prospects

22 Ways to Grow and Build Any Business (and catapult your sales) with iTeleCenter™

- A simple, easy-to-use, automated tool for attracting motivated new distributors
- A system for sending pre-recorded training messages from you and others to all of your new distributors
- A blockbuster way to increase sales through 24/7 presentations, informational messaging, and automated order taking

#23: A summary of these 22 ways to grow and build any business with iTeleCenter™.

To briefly recap just a few of the things we've talked about, here is a quick reference guide to how iTeleCenter™ can help you quickly accelerate your business and drive your sales through the roof:

1. Your own personal, toll-free number gives your small business credibility and creates a professional, big-business image while giving you greater accessibility
2. Toll-Free 24-hour recorded messages offer you multiple ways to market your business on autopilot, pass on information, connect with prospects, and build relationships
3. With the ability to send and receive faxes 24/7 online, you'll gain convenience while saving money on costly fax machines—plus do your part for the environment by conserving paper and toner
4. You can use iTeleCenter™ to survey your customers and get an inside view of the workings of your customers' minds—enabling you to better serve them and/or sell to them
5. iTeleCenter's™ 24-hour Real Estate hotlines help realtors and other Real Estate professionals sell more houses, get more listings, and generate more quality leads
6. iTeleCenter™ serves as a powerful weapon in any network marketer's arsenal, both for recruiting and retaining successful distributors, as well as training and grooming new downline members
7. With iTeleCenter™, you'll have a quick and easy way to capture testimonials to further build your business's credibility
8. iTeleCenter's™ Call Recording feature lets you train new employees and perform key quality assurance checks to increase your team's overall efficiency and effectiveness
9. You now have the ability to record teleseminars for later listening at your and your team's scheduling convenience

22 Ways to Grow and Build Any Business (and catapult your sales) with iTeleCenter™

10. Saves you money on your advertising budget ... iTeleCenter's™ Ad Tracking feature allows you to meticulously track which ads are working—and which ones aren't
11. You can use iTeleCenter's™ On-Hold Commercials to pass on key information or promote offers even while your customers are on-hold waiting to speak to you or one of your team members
12. Automated Call Distribution (ACD) evens out your team's workload and lets you profile high-performing sales team members
13. Your customers and clients can now have around-the-clock access to important printed documents via iTeleCenter's™ Fax-On-Demand
14. Customers, clients, and prospects can now call you from anywhere in the world, and at no cost, thanks to the wonders of iTeleCenter's™ Click-To-Call feature
15. iTeleCenter™ makes telecommuting a snap by providing a way to keep a dispersed team connected—no matter where they may be located
16. One Number instead of Three! iTeleCenter™ lets you provide your customers and clients with one convenient number to call instead of the confusion of three (or more) separate numbers for fax, office, and cell phone
17. Your iTeleCenter™ account includes a time saving and money saving Conference Call bridge line at no extra cost to you
18. iTeleCenter™ enables you to easily track the return on investment from your pay-per-click advertising
19. The iTeleCenter™ team provides you with a professional, affordable Voice Studio service to create top-quality greetings, prompts, and on-hold commercials—and in multiple languages
20. With iTeleCenter™, the sky is literally the limit. And iTeleCenter™ users are continually finding new and interesting ways to put this great tool to additional and even more profitable use!

[*Click here to sign up as a Real Estate Broker, Mortgage Lender, or Real Estate Investor with iTeleCenter.*](#)

[*Click here to sign up for a free 14 Day Test Drive with iTeleCenter.*](#)

[*Click here to sign up as a Small Business with iTeleCenter.*](#)

[*Click here to sign up as a Direct Marketer, Internet Marketer, or Multi-Level Marketer with iTeleCenter.*](#)

22 Ways to Grow and Build Any Business (and catapult your sales) with iTeleCenter™

Call me anytime, day or night, if you have any questions. And thank you for giving me the opportunity to share this report with you.



To your business success,

Ernest O'Dell

Toll Free: (888) 287-9882 (press ZERO to connect direct with me)

Ernest O'Dell is the President and CEO of [Questar TeleCommunications](#), [Questar PC](#), and [Guerrilla Internet Marketing](#). His company, founded in 1982, is a leading provider in research and implementation of [Unified Communications](#), Messaging and Mobile Collaboration for the real estate and [insurance](#) industries, and for small, medium and large businesses. Give him a call today to learn how to boost your business with iTeleCenter.

Ernest O'Dell

[Questar TeleCommunications](#) and [Guerrilla Internet Marketing](#)

Levelland, TX 79336

USA

Toll Free: (888) 287-9882

Email: Ernest.ODell@QuestarTeleCommunications.com