

The number one brand in "on hold".

TelAdvantage is the world's most recognized brand of telephone "on hold" messaging products and services. We proudly serve over 15,00 customers around the globe, including names like Bally Total Fitness, Bridgestone-Firestone, Continental Airlines, DaimlerChrysler, Ford Motor Co. and Morgan Stanley.

"No questions asked" return policy.

If you aren't completely satisfied with your new **TelAdvantage** system, simply return it within 30 days of receipt and pay nothing but return shipping.*

Lowest prices guaranteed.

You don't have to pay a premium to get the best. We will match any price from a legitimate competitor, even after the sale (within 30 days). Anything any other vendor can do, we can do better and at a lower cost. We will not be undersold!

Production quality guarantee.

If you ever less than completely satisfied with any **TelAdvantage** production work, we'll redo it at no charge.*

*See order form for specific terms and conditions.



Muzak? Come on...get SIRIUS!

Bundle **SIRIUS** with **TelAdvantage** and save even more!

(See back cover for details.)



Muzak? Come on...get SIRIUS!

71 channels from just \$29.95 per month. No commercials. No contract. **SIRIUS** subscribers save 10% on all **TelAdvantage** products and services.

For more details call 1.800.741.AMTC(2682) or visit www.siriusforbusiness.com.



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When your callers are on hold...



...your business shouldn't be.

Each month, you make great efforts to get people to call. When they do, 7 of 10 are put on hold. With an average hold time of 30 seconds, a business that receives 100 calls a day, 260 business days a year has callers on hold *200 hours a year*. You don't want your callers on hold any longer than necessary, but you can't efficiently staff to eliminate hold time altogether. So you face the question: "What should I do about my callers on hold?"

Silence. Of course, it's easiest to do nothing and leave callers in silence. Many managers assume that, once they've succeeded in getting a person to call, they "have them". Wrong! Leaving a caller in silence results in a high *Call Abandonment Rate*. In plain English, that means many of the callers you place on hold hang up. Studies show that one third of those that hang up don't call back. Who do they call? *Your competitor.*

Radio. Why not? It's free, right? Wrong! Under federal law, playing the radio on hold is a "public performance" of copyrighted material. So is playing CDs or tapes. This makes you liable for annual license fees starting at \$220, payable to ASCAP, BMI and SESAC, the policing agencies of the music business. Failing to pay these fees can subject you to fines from \$500 to \$100,000 for each song played. These fees are a profit center for the agencies, and they take the law seriously. Besides, think how many of your competitors advertise on the radio. Do you want your callers hearing their ads while you have them on hold?

Elevator music. Why? "Canned" music generally costs more and provides no marketing benefit. Why pay more for less?

TelAdvantage - the right

choice. On hold messages make sense. Callers appreciate professionally produced, low-key informative messages mixed with universally - appealing music. It's an effective sales tool that will pay for itself many times over through increased sales volume and enhanced customer goodwill. With a cost that's insignificant compared to other media, is your smartest marketing buy.

We make things simple and inexpensive. The iQueue III, our state-of-the-art digital player, connects to your business telephone system as "music on hold". We write and produce custom messages (with your choice of music) based on the information you provide. No waiting around for tapes and CDs. Minutes after your messages are produced in our studios, you can download them from our exclusive website, HoldDirect.com. Once you've paid for messages, they're yours forever. They stay available on HoldDirect.com, and you can re-download them whenever you desire.

24/7 demonstration line:
1.800.288.2751
Demo 100

Rates:

Equipment:

iQueue III Player \$349

Music/Message Production:

Individual Minutes: \$50 each

Bundle of 10 Minutes: \$40 each (\$400 total)

Bundle of 50 Minutes: \$30 each (\$1500 total)

Bundle of 100 Minutes: \$25 each (\$2500 total)

If you buy a bundle of minutes, there's no time limit for using it. Use all your minutes at once or use one minute each year..it's up to you. With us, you never pay for service you don't use.



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www.amtc.com