Attract More Customers with a Toll Free Number

by Alex Christopher

Article published on March 13th 2012 | Business

Most small business owners invest a great deal of time and money into attracting new customers. Some methods are well worth the investment, while other techniques require more effort and expense in the long run or may not be effective at all. A simple, yet extremely successful way to grow your companyâ€™s customer base is by giving your business a toll free number.

Reach More Customers

Whether you offer a service to your local community or sell handmade products from home, you can expand your potential client base by providing consumers with a toll free number to get in touch with your company. With a 1-800 phone number, businesses can open their doors to a global market. Local service providers, particularly contractors, use toll free numbers to establish their company in a larger region, while retailers can make their products available to shoppers throughout the nation or across the planet. The ability to call toll free provides customers with an affordable, convenient, and reliable way to contact your business, regardless of location.

Boost Your Professional Image

Getting a toll free number for your business is also an easy, cost-effective way to immediately boost the professional image of your company. A 1-800 number gives your business a â€˜big companyâ€™ appearance, making it easier to attract customers. You can set up a professional greeting and a custom menu within minutes, allowing callers to quickly reach the correct department or person they need. Programmable extensions, personalized voice mailboxes, and call forwarding options allow businesses of any size to provide their customers with a trouble-free experience anytime they call â€“ even if youâ€™re a sole proprietor.

Do More with Less

Attracting more customers will result in bigger profits, but it also means more work. Setting up a virtual phone system with a toll free number is the most cost-effective way to streamline your companyâ€™s communication tasks. Assign separate extensions for sales, support, and other crucial areas of operation, and then route each extension to the appropriate place. A customer who presses â€˜1â€™ for sales, for example, may be forwarded to your personal cell phone so their order can be immediately processed, while callers who press â€˜4â€™ for hours and location can access a prerecorded message that gives them the information they need without speaking to a live person.

Costs and Additional Features

Many small business owners are apprehensive about toll free numbers because they know how much a second phone line costs and assume a 1-800 number will be even more expensive. Depending on the service provider you choose, it is possible to set up an entire virtual phone system with a toll free phone number for less than the cost of installing a dedicated business line. Extensions can be directed to any personal phone line or even a cell phone for maximum versatility and mailboxes can take messages when youâ€™re not available. You can even use your toll free business line to send and receive faxes online.

Whether you want to expand your customer base to new regions or simply need an effective solution to streamline your businessâ€™s communication demands, a toll free number can help you achieve your goals fast without spending a fortune.

Article Source:
http://www.articleside.com/business-articles/attract-more-customers-with-a-toll-free-number.htm - Article Side

Alex Christopher - About Author:
Alex Christopher is a marketing representative for iTeleCenter, a company that provides local, 800 and a toll free number in conjunction with a virtual phone system to their clients. Services include call forwarding, voicemail and more.

Article Keywords:
toll free number, toll free numbers, virtual phone system, business phone numbers, 1 800 numbers, 1800 numbers, local phone numbers

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!