

# Voice Over Websites Offers Small Business the Opportunity to Sound like Big Business

*Capturing a client and keeping their attention is the goal of small business owners globally. But many small business let them slip right through their fingers.*

NEW YORK, NY, USA, May 6, 2015 /EINPresswire.com/ -- They say that first impressions last, and there's no better example than when calling a business and being placed on hold. Or worse, having to listen to a receptionist struggle to recite pre-written lines whilst trying to sound like she really wants to be there.

Nearly everyone, at one time or another, has been placed on hold and had to sit through ear-bleeding synthesized music being interrupted every 30 seconds or so with a [voicemail greeting](#) informing the caller how important they are.



What many small business operators fail to realize is that they have a captive audience who have initiated the call. They should be treated like gold, not subject to this horrific situation described.

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*Sarah Noble*

A recent survey conducted by voice over casting website, The Voice Realm, found that the majority of small business owners believed that using a professional voice over actor would be too expensive, when in actual fact it provides one of the best marketing solutions of all advertising options.

Casting Agent from The Voice Realm, Sarah Noble says that a caller to a business, whether new or existing, can be one of the most important clients to a business as they have made a conscious effort to want to engage in conversation. “Many clients neglect the power of the telephone and now place advertising and market dollars into the internet. But if someone is waiting on hold for 2 minutes, that's a waste of time to not engage them and advertise other services to them, or even just remind them of why they should stick with you.”

A voice over greeting and message recorded by professional can cost anywhere between \$55 and \$1000 depending on the length of the audio to be recorded. With the higher rates being charged for complicated interactive voice menus, used in large businesses such as banks.

Those looking to hire a professional voice no longer need to use expensive agents to contact the voice actors, as they are able to be hired online at a fraction of the cost from days gone by.

The Voice Realm is a website that connects voice actors with those needing their [recording services](#). What used to involve casting directors, recording studios, agencies and more, can now be done in a few mouse clicks.

It simplifies the process and enables anyone needing to update their phone system, to get it done cheaply and efficiently.

The Voice Realm study of over 200 people found that a client is less likely to give up their credit card details to a business where a [phone greeting](#) sounds unprofessional and of poor quality, believing that the customer service and product would also be inferior.

Adding a credible and sophisticated sound to your business phone system is the first step to leaving a positive impression with clients new and old.

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