

**HOOKED ON HOLD**  
**PRELIMINARY SCRIPT INFORMATION**

Thank you for selecting Hooked on Hold as your source for on hold message programs. To assist us in the script writing process, please take a moment to complete the following basic information about your Company. This will allow us to tailor your program specifically to your business, and give us a good starting point.

Once you have completed the requested information, please fax it back to 732-942-9001.

Company Name:

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Who is the primary contact for information:

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Phone Number:

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Best day(s) and time(s) to reach you:

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If different from the above, who is the person responsible for giving final approval on your script:

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**Note: The following sections are guidelines. Please supply only the information relevant to your business which you would like included in your on-hold message script.**

Physical Address:

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If you have walk-in traffic, how would you describe your location? (at the corner of... just west of... across the street from..)

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Days/Hours of business:

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Years in business:

Area Served: (Entire US, Tri-State, Rockland County, etc.)

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Who are you primary customers: (please be as specific as possible)

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Please circle all that apply: We are a: wholesaler   retailer   distributor   service company   other

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For someone who is not familiar with your business, how would you describe what you do?

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Please list any slogans, mottos, etc. you currently use:

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Briefly describe the products and services you would like your business to be known for:

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What specials, brand names, promotions, etc. would you like to feature on hold?

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What sets your business apart from your competitors? ( fast, courteous service, certified technicians, low prices, on time delivery, etc.)

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What special services do you offer your customers: (free delivery, corporate accounts, etc.)

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What one thing about your business would you like your callers to remember?

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How do you normally refer to: Customers client's patients other \_\_\_\_\_  
Sales/support staff technician's agents other \_\_\_\_\_

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What adjectives would you use to describe your personnel? (Courteous, factory trained, professional, experienced, knowledgeable, etc.)

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Do you have a fax-back system/ fax number or toll free number customers may use for orders, info, emergencies, etc.? If yes, please provide the number, including the area code:

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