



DIALING GUIDE

Connection Rate Best Practices

Carriers watch how you dial. These six habits keep your numbers healthy and get more of your calls answered.

THE SHORT VERSION

Call like a real person, not a machine. The more natural your dialing looks, the **more conversations you get**.

01

Leave voicemails

If a call goes unanswered, leave a voicemail. Every time. Calls under 6 seconds that end without a voicemail look like spam to carriers, and that drags your connection rates down. A short, professional message ("Hi [Name], this is [Your Name] calling...") shows carriers you're a real business, not a spam operation.

THE RULE Every unanswered call gets a voicemail.

02

Allow proper ring time

Set your ring timeout to at least 30 seconds. Under 20 seconds, people don't have time to answer, and rejection rates go up. Give the phone long enough to ring for a person to pick up.

THE RULE Ring timeout of 30 seconds or more.

03

Use double dial sparingly

Double dial is fine only after you've left a voicemail on the first or second attempt. Don't double dial without a voicemail, and don't repeat it on every attempt. Carriers treat rapid, repeated calls with no voicemail as spam. Use it on purpose, not by default.

THE RULE Only after a voicemail. Never on every attempt.

04

Save a callback message

For Multiline dialer users. If you use the Multiline dialer, you need a callback message saved. When two people answer at the same time, the dialer uses that message to handle the second pickup. Without one, you lose conversations you should have had.

THE RULE Save your callback message before you start dialing.

05

Use your assigned caller ID

Only use the caller IDs assigned to your team. Personal numbers don't get spam protection, and they burn out faster. Route all your calls through WAVV's monitored system so your numbers stay protected.

THE RULE Team-assigned numbers only.

06

Sound natural

You'll get the best connection and conversation rates when your calls feel natural, like someone calling from a single phone. Be clear, professional and conversational, and avoid aggressive dialing patterns. The more your outreach looks like a real person reaching out, the better carriers treat you and the better your leads respond.

THE RULE Dial like a person, not a machine.

