

# Dynamic Media Reports Targeted Music for Business Yields Better Sales

STERLING HEIGHTS, Mich., Nov. 27, 2012 (SEND2PRESS NEWSWIRE) – The busiest buying season of the year is here and businesses are seeking ways to cash in. Dynamic Media can help. It offers targeted [music for business](#), music on hold, restaurant music, office music and on-hold messaging.

“This is one of the best times of years to implement music for business,” Ryan Santangelo, president, says. “Music influences behavior and affects mood and allows retailers and restaurant managers to set the most appropriate environment for its customers. Happy customers buy and come back for more.”

In addition to music for business and restaurant music, on-hold messaging and office music are also powerful tools. For example, 60 percent of all callers will be placed on hold and it’s important to make the best use of that time.

[On-hold messaging](#) provides callers with customized on-hold messages that are designed to give specific information about the business’ products, services and current promotions. This on-hold messaging service creates sales opportunities, reduces callers perceived wait time, and more.

Sirius Radio for business is another ideal way to entertain and engage customers. This licensed in-store music service provides 69 commercial-free channels made available to nearly all American businesses located in the United States. This service can also be used for music on hold.

“Currently, we are the nation’s largest provider of Sirius music for business,” Santangelo says. “Sirius music for business provides the most up-to-date, dynamic background music programming that satellite radio has to offer. It allows businesses to give customers the same [Sirius programming](#) that they may already enjoy in their cars or homes while establishing a mutual connection the moment they walk through the door.”

The fact is that a happy environment drives bigger sales. And which tool is used all depends on the business’ specific needs. If a business wants to promote and reinforce its brand while shoppers are making purchasing decisions, in-store messaging may be the way to go. If a restaurant wants customers to linger at the bar, restaurant music may be the answer.

“What all services have in common is that they all work to maximize time with customers to increase a business’ bottom line,” Santangelo says.

## **About Dynamic Media:**

In business for more than 10 years, Dynamic Media is the nation’s leader in music for business, music on hold, [in-store messaging](#), and on-hold messaging. Its award-winning service has led to 20,000 plus businesses that have already signed up.

For more information, visit: <http://www.DynamicMedia-US.com/> .

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