

Help and advice with Telemarketing

Telemarketing has numerous business benefits

It's a great way of building prospect lists, increasing customer loyalty and winning sales and can be used successfully whether you are a large scale organisation or a small business with limited resources.

Indeed, when telemarketing is employed correctly, it can deliver sales conversion rates much higher than the response rates typically achieved by direct mail.

Indeed, business to business telemarketing is more effective than consumer telemarketing because there is less apathy towards the medium. Typically, people do not mind taking business sales calls during office hours as much as consumers mind taking sales calls during their free time.

The key to a successful telemarketing campaigns lies in accurate, up to date business data lists which can be checked against the TPS register.

Segmenting your telemarketing list into the most relevant contacts for your products and services is also crucial for ensuring high telemarketing campaign response rates.

Remember, telemarketing is just one marketing tool. For best sales conversions, you should integrate telemarketing with direct mail and email. By doing this, the recipient is already aware of your business and your offer and your phone call is warm rather than cold. If you carry out an integrated campaign, you should make calls within five working days of sending out your direct mail piece; otherwise any benefits are likely to be significantly reduced.

In summary, there are many benefits to telemarketing and any company not employing it as a sales tool would strongly benefit from bringing it into the mix.

To find out more about how Isogon Marketing can help you build and sustain your business growth call us on 01276 856275



www.outboundtelemarketingservices.co.uk