

The Reality of Telemarketing

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If you sell any product or service, and want to put it in the hands of your best prospects, you should use telemarketing professionals.

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Forget what you think telemarketing is and embrace the reality that it is used by the largest companies in the world to introduce new products, gauge customer satisfaction and schedule qualified sales appointments.

{bot_wrgoogle}Today's telemarketing is the purest form of direct marketing and direct marketing is the shortest distance between two points for business success. With the overload of messages crashing into consumers, a clear voice that rises above the din must be found. Telemarketing is that voice.

To be sure, there are a few firms that still practice boiler room telemarketing tactics of days gone by. The majority, however, are professional organizations committed to your complete success.

When hiring a telemarketing firm, look for very specific attributes:

Knowledgeable, well-spoken company representatives

Expertise in telling your story

Excellence in building the right list of qualified prospects to call

No long-term contract

A non-disclosure, confidentiality agreement

Clear and understandable campaign reporting

Open, meaningful communication

Establishment of goals and measurement tools

Interaction between your sales and management team and the professional telemarketers

Pricing that is clear and fair

The ability to analyze, test and refocus campaigns for your maximum result

If you sell any product or service, and want to put it in the hands of your best prospects, you should use telemarketing professionals. If you have a customer base and want to build loyalty and repeat business you should use telemarketing professionals. The investment will pay for itself many times over and become the centerpiece of your direct marketing strategy.

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