

Call Centers: To Outsource or Not?

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{bot_wrgoogle}Call center outsourcing vs. in-house call center activities:

- Great appointment setters usually want to work a full 40 hour week, and that is usually not affordable for most call centers. Performance suffers because of that – either fewer appointments, or poor quality appointments. Appointment setting companies pay full time professionals well enough to have great ones.
- Appointment setters function much better when working on your project 2-4 hours a day, not 8. It becomes a case of diminishing returns.
- Appointment setters talk to the right people at the right time. It isn't about more calls it's about meaningful conversations with qualified prospects, that turn into sales.
- You need qualified sales appointments set for your staff—not an unlimited number, but one that allows your sales professionals to present your offer, negotiate and close.
- Provides a significant return on investment that is trackable.
- Focuses on disqualifying poor prospects to maximize your closing ratio.
- Allows you to do what you do best: close deals.
- Drives new revenue without having to expand or provide additional office space, computers, telephones or employees.
- Gives you the ability to have trained, skilled and experienced personnel to fulfill your call center needs with the ability to utilize appointment setting; phone sales; lead generation and lead qualifying; list and database scrubbing; database building; surveys; market research; seminar registration and fundraising.

If you have an in-house telemarketing department, you should run a test campaign with a professional appointment setting company. You will be pleasantly surprised with the outcome—you'll make more money in less time.
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