

## Tips for a Successful Telemarketing Campaign

Telemarketing is an excellent way to reach consumers and get your message out there. And despite recent DNC legislation, the phone is still a powerful way for businesses, big and small, to reach out to customers. The fact of the matter is telemarketing, as a direct sales tactic, works and there are still many ways to have your message get into the right people's hands without annoying them. With the right staff, the right script, and solid marketing goals for each call, you're sure to reach your financial goals for this year through a strong telemarketing campaign. Here are some tips and ideas to get your sales flowing and customers thrilled that you called them.

### GET ON TARGET

The most critical step in **guaranteeing the success** of your telemarketing campaign is to target, target, target.

There are thousands of databases containing business and residential telephone numbers. The more precise you are with your selection, the better the results.

- For a consumer list**, consider geography, household income, age, gender, number of children, profession, credit status, buying patterns, hobbies, and special interests.
- For a business list**, consider geography, industry, SIC code, company size, revenue, size of the business, annual sales, number of employees and job titles

You are not trying to reach everyone, not everyone wants your product. You want to focus your energies on the people who do!

### KNOW THE OBJECTIVE

It's important to know the primary objective - "What do I want the prospect to DO as a result of this call?" It's also important to have a secondary objective - something you'll strive to accomplish, at minimum, every time; - if you can't close the call with a sale at least have the prospect agree to receive further information by way of a follow-up call or mail out. This way, you can enjoy success with every call, which improves motivation. Know your goals, and base your message around them.

### KNOW THE RULES

The U.S. and Canada have recently implemented Do Not Call regulations. You can not call anyone on the Do Not Call list and all end users of telemarketing lists are required to register for a Subscription Account Number (SAN) \*please see our [Telemarketing Regulations](#) for more detailed information. While this reduces the amount of telephone numbers available, it also self-selects; the people not on the Do Not Call list are open to receiving telephone sales.

### THE RIGHT SCRIPT

The right script is vital to your telemarketing success. You have just a few seconds to make a good initial impression on the phone. Your script should be clear; you are more likely to succeed in your goal if your prospect fully understands what you are offering, and it needs to get their attention as quickly as possible; letting the phone call drag is wasting time, theirs and yours.

And remember you should never be reading from the script directly. The script was developed as a guide, and that's all. Each call is unique and will have its own obstacles, having a guide helps keep your words and phrases consistent when you vary from the script.

### PRACTICE MAKE PERFECT

Before setting out on a new campaign, make sure you're comfortable with the script. Prepare for all the objections a prospect might have, and know how to counter them confidently. Practice role-playing to get to know your script inside and out. You should sound like you are having a conversation rather than making a sales pitch

### TEST!

Again, this is one of the most crucial steps in any campaign. You should test your telemarketers, test your scripts, test the lists you're using. Fine tune whatever needs it, and try again. Not until you are satisfied with the response rate should you settle into a larger scale operation.