

# Laugh at Telemarketing Issues

If you follow these insights



It is true that no one likes cold calling, but marketers still think of it as one of the best ways to generate leads and guarantee sales. But with too many companies entering the market, not many are able to get great success with this. As a matter of fact, only 37 companies out of 100 reach their targets. So if you are a marketer planning to venture or have ventured into telemarketing, this is a must read for you.

## Tip 1 :

### Update Your Data Regularly

Data is the key for any campaign. If you don't have updated data about the leads, your telemarketers would end up spending their time in cleaning up phone contact list rather than talking to clients.

**Note:** As people keep changing jobs, their phone numbers also change. So, make sure that your database is up-to-date before you pass it to the telemarketing team.

## Tip 2 :

### Be Specific

Whether it is an in-house database or one that is bought, be specific about the person you are looking for. Databases available in the market hold huge volumes of data. They allow you to segment data based on geography, demography, psychography and typography.

**Note:** By spending more time to know your customers, you can be more specific about your targets.

## Tip 3 :

### Setting Achievable Goals

What is the goal of your telemarketing campaign goal? Knowing what you want from your campaign and setting clear targets to achieve helps you to focus on your campaigns. To be more specific about your goals, you may need to think about these:

- What are you expecting from the call?
- What do you want the customer to do as a result of your call?

You may not gain a customer for every call, but you can always learn from them.

**Note:** Widen your horizon; it will in turn widen your opportunities.

## Tip 4 :

### An Ear for Detail on Every Call

Give your tele-callers freedom to take initiative on their own. This will help you gather more information and details about potential clients and also improve the success of future marketing campaigns through them. In marketing sector, there are a lot of competitors, and you have to know more about them, purchasing habits and the reach of your company through some very simple questions and comments.

**Note:** The aspects mentioned aspects can help you in segmenting your customer database further and develop targeted marketing and sales campaigns.

## Tip 5 :

### Practice Makes Perfect

Whether it is a trainee or the best telemarketer in your team, there are chances that they might make some mistakes when dealing with clients. Even though your team may be ready, they should practice before getting in touch with clients directly. Make sure that every tele-caller knows all the details of the products and services they are handling. Educate your team that they need to be prepared for the unexpected.

**Note:** Let your team know that unexpected responses are the best way to learn information involuntarily; it might be valuable in the future.

## Tip 6 :

### Be Amicable

Tele-callers are usually too friendly or too aggressive. The friendly telecallers are hesitant and decisions while the aggressive make it worse. Your team needs to inculcate a quality to judge the client through the tone and try to use respective tactics to help them and change the mood or reaction and lead it to positive results.

Your team of telemarketers need to listen to the tone of the person on the other end and try to use 'tactics' to help them change their mood or reaction to one that is positive and easy to work with. For example:

**Note:** Be professional and make them feel as important individuals and not just someone on your list.

## Tip 7 :

### Choose the Best to Meet Clients

Choosing the best out of your team is very tough task. You require skill, tact, strong listening and communication skills and an eye for detail. The greater the experience of your employee, the more they will know about your products and services and they will know about your customers and how to communicate with them.

**Note:** Tele-callers are directly in contact with customers; hence remember that their suggestions would definitely prove to be fruitful.

## Tip 8 :

### Evaluate Regularly

Evaluation need not always be done at the end of a campaign. After launch of a campaign, you can keep on checking the progress of your campaign. This sort of evaluation helps you in speaking to your team about their targets and identify where they might need to change.

**Note:** Doing evaluations regularly keeps your team on track and motivates them.

## Tip 9 :

### Accept Changes

After evaluating, if you find some changes are to be made, don't hesitate before making those changes. If your campaign is underperforming, don't assume that it would get better; take action to make it better.

**Note:** Learning is a never ending process, so better avoid guess work and take results how it comes.

## Tip 10 :

### Outsourcing Campaigns

Have you ever thought of outsourcing your campaigns? If you find that your team is facing difficulty in managing calls and running campaigns at the same time, just 'Outsource It'.