



## 11 Ways to Get Top ROI from Telemarketing

**Forget trying to trap cold contacts into becoming warm leads by phone; it doesn't work any more. You can use telemarketing in much smarter ways, to get better results for less money.**

Telemarketing isn't as easy as it was: many companies have main numbers answered by offshore call centres who don't know their people, gate keepers are better trained than ever and targets never answer the phone. Don't despair. Telemarketing can still deliver great ROI.

### 1. DO YOUR RESEARCH

This first step isn't telemarketing but is vital to it. You want the right contacts on your database, not just any, so ask a student or intern to find the right targets through lists, social media and web search. It's easy.

### 2. BUILD YOUR LIST

Use a telemarketing agent (TMA) to call them to gain email optin, even if he doesn't reach the target directly. If your email is topical, timely and compelling, the target will respond— or at least won't unsubscribe. First base.

### 3. QUALIFY MARKETING LEADS

A quick call from a trained agent can sift the leads from the spies, students and tyre-kickers. Consider this: if the lead is marketing-ready and you don't call, a competitor just might and your effort will be wasted.

### 4. QUALIFY SALES LEADS

If contacts aren't sales ready, but you know they have problems you can solve and a project planned, don't leave it to chance or an automated email. A well-timed call can recharge the relationship—and open the door for your sales guys, too.

### 5. BACKFILL YOUR DATABASE

When contacts leave, replace them quickly or you'll weaken your links with the enterprise. Citing known contacts and relationships, your agent can rebuild your database, quickly and cost-effectively—and uncover new leads while he's at it.

### 6. INCREASE VALUE

Your clients know and like you, so why would you insult them by using email to cross-sell and upsell them? If telemarketing is part of your mix and your agent is known to clients, a friendly chat at just the right time can do wonders—and will be appreciated too.



### 7. REBUILD RELATIONSHIPS

Just because former customers and prospects drift away, doesn't mean they're dead people or prospects. Your sales guys won't call them though; they're after riper fruit. A timely call from your agent with an special offer or event invitation, may be just the ice-breaker.

### 8. GET FEEDBACK

If you're thinking about a new product, confidential feedback from existing customers or industry sources is vital. Use the same trained high level agent you use for qualifying leads; he's known to targets, he knows your stuff and you know you can trust hm.

### 9. GET INSIGHTS

What do your contacts really think about your emails, content, frequency, competitors and more? If you never pick up the phone, you'll always be guessing—and potentially missing the mark.

### 10. QUALIFY PARTNERS

If you're entering a new market, you might not know who the ideal partners are yet. Cut down the long list using an agent to ask questions based on your ideal partner profile (size, expertise, vendors, locations etc).

### 11. MAXIMISE EVENTS

Increase attendance, decrease no-shows and maximise impact and ROI with a few well-timed follow-up calls—including the day before. Contacts love it. ###