

Can you guess the artists? The answers are on the last page.



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Group

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Choosing a Telemarketing Agency

IN 7 SONGS

www.Lingo-Group.com



Start!

Before doing anything else, ask yourself 'What exactly do I want to achieve?'

Are you looking for leads, appointments, unit sales, bums on seats at an event, market information or have you a specific message that you need to get out to your customers? Unless you know this, you cannot begin even to think about which agency is right for you.

“ First question is to yourself; 'what do I want to achieve?' Find the person who feels the pain, they will become your champion. ”



Who ya gonna call?

The next consideration is data - the people to call, preferably including contact names, phone numbers and appropriate background information.

If you're targeting existing customers, then you will have this. If not, you will need to source the data and you should use an agency that can handle this for you, so you get exactly what you need. Generic data sourced from a credit broker's list is often not sufficiently detailed and will not give the middle management contacts who make the best starting point.

Why start with middle management? The answer lies in the pain and who is feeling it. When there are issues with a service or product in a company, it affects those who manage the machinery, use the product, deal with delays or manage a difficult order process. This is not the CEO, FD or other member of the senior management team.

Go for the middle manager, the person who feels the pain. Convince them that you can relieve their pain and they will become your champion, telling you everything you need to know about the buying process and then helping you pitch to the board. Make sure your chosen telemarketing agency understands this or you will waste a lot of time and money.



Talk me down

Having decided what you want to achieve, ensuring your call list is ready, it's time to consider what you will need to say and the tone in which you should say it.

The opening few lines are critically important. Get these right and you're in with a chance. Get them wrong and you just face an ever increasing uphill struggle.

You will need help here and a good telemarketing agency will be able to pitch this just right.

If you've ever received a call beginning **'I want talk about how I can save you money..'** or **'We're an IT company that specialises in enabling the enterprise in the cloud'** or, worst of all, **'How're you doing today?'** then you know what just we mean.

An opening must grab attention but must not come across as glib, aggressive or smart-ass in any other way.

If your telemarketing agency gets this wrong, the campaign will fail.

“ An opening must grab attention but must not come across as glib, aggressive or smart-ass. ”



What's my name?

Now, what about a script? Our advice here is simple. Don't do it!

Why would any competent and experienced telemarketer need to be told "Good morning/ afternoon Mr/Ms XYZ, my name is"? If an agency suggests that this is necessary, they will be so script driven that their telemarketers will not be able to cope when your prospects go off at a tangent - and, believe us, they will.

Of course, to start a call without having all the information needed would be like going into a client meeting without being prepared, and this is where the calling brief comes in.

A good calling brief will contain all the necessary information in a quick-to-access form so that the telemarketer has everything they need but avoids putting them in the strait jacket of a script.

There are, of course, industries where an approved script is required, such as the pharmaceutical sector, and then it must be done as dictated by the relevant regulatory body such as ABPI.

In all other circumstances, **it's a calling brief not a script that is needed.**

“ A script? no! But make sure all relevant information is to hand. ”



“ A prospect can tell you all you need to do to make the sale, but you have to listen. A good listener will give you a good brief and a good brief gets you nearer the sale. ”



Listen



People often think that telemarketers, like field sales people, should be good at talking and, yes, conversation flow is important. But, equally important is listening.

A potential buyer who is engaged in a proper conversation will tell you what they will buy, when they will buy and why they will buy. They will tell you what their pain-points are and what the implications of those pain-points are. At Lingo we talk of peer-to-peer conversations, in other words a conversation between equals. If a telemarketer is not able to converse confidently, this balance doesn't happen.

As stated earlier, if you can solve a potential customer's pain and make their life easier, they can tell you the budget and the decision making process and how to make the buying process work for the benefit of both of you – changing the person called from a prospect to a champion.

A listening telemarketer will capture all the relevant information so that, when your salesperson goes out on the appointment, they will have all this information at their fingertips and the job of selling is already half done! A phone bashing, script-led telemarketer (probably in a crowded call centre) will be under pressure to move on to the next call as quickly as possible and, even if he or she gets you an appointment, will it be properly qualified?

A good listener will give you a good brief and a good brief gets you nearer the sale.



Every breath you take (I'll be watching you)

Never forget that a campaign is a living, breathing thing and it should evolve.

Don't be afraid of change but make sure the agency is sending you regular reports, preferably daily, so you can monitor progress together and review the campaign at least once a week in a conference call, fine-tuning as you both go.

The actual elements being monitored will vary from campaign to campaign but, as a base level, a typical lead generation campaign will monitor the following:

- **Number of calls made**
- **Number of decision maker/influencer calls**
- **Appointments set**
- **Emails requested/sent**

Don't, whatever you do, get hung up on the number of calls made, monitoring just the number of calls can give a false impression of how the campaign is going. "Wow, we're making 120 calls day!" means nothing, it is the number of proper decision maker/influencer conversations being held that will bring results.

“ A campaign is a living, breathing thing and don't be afraid to change things as needed.

Don't get hung up on the number of calls made, it's decision maker calls that count.”



The end

Once the campaign is completed, any agency worth its salt will provide a comprehensive review at the end so you can plan together what to do next.

They should be prepared to meet with you for a **full campaign de-brief**. Of course, if you've been talking all the way through the campaign, there should be no surprises here, but it will give a chance to see what can be improved for next time, what needs and opportunities have been uncovered and what should happen next.

Expect a good agency to be thinking ahead for you and to come up with ideas and proposals for you to consider.

“ There should be no surprises at the review if you've both been talking throughout the campaign. Expect a good agency to be thinking for you. ”

Did you guess the artists?

Email us for the answers at enquiries@lingo-group.com

Or give us a call on **01865 886340**.

If you'd like to find out more about Lingo and our intelligent approach to communicating effectively with your market, visit our website lingo-group.com or call us on **01865 886340**.

1. Start! - The Jam
2. Who you gonna call - Ray Parker Jr.
3. Talk me down - The script
4. Whats my name - Rhianna
5. Listen - Beyonce
6. Every breath you take - The Police
7. The End - The Beatles or The Doors, take your pick!



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