



Turn Up the Volume on Telemarketing ROI

Boost telemarketing ROI with data intelligence and qualified leads. Gain direction on how to trim telemarketing tactics.

Introduction

Turn up the volume on Telemarketing ROI!

Volume here does not refer to the number of calls; it represents the essence of telemarketing ROI. In order to understand what telemarketing is, it is important to recognize what it isn't:

- It isn't only about the volume of calls!
- It isn't only about making calls!
- It isn't only about lists!

It isn't only about the volume of calls!

The number of telemarketing calls is irrelevant in determining the success of converting prospects to customers. It is relevant only to increasing costs. However, a personalized approach is what works. Telemarketers need to have relevant information about the prospect to provide relevant

It isn't only about making calls!

Cold calling is a concept of the past. Connecting with prospects' touch points through various marketing channels such as social media can help in 'warming up' leads. Once a basic connection is established, a follow up call can be made to take the relationship to the next level.

Telemarketing when considered as a part of the overall marketing plan is more effective than as a standalone process.

It isn't only about lists!

There is no pride in owning huge lists, if it is not relevant. A database needs to be segmented and targeted with latest data in order to facilitate conversion rates. A list will only be a list if it does not have accuracy, currency and relevancy.

Keep in Mind

Telemarketing is not only about 'making that call'.

A telemarketing campaign is not only about a list.

Telemarketing is personal. It is about creating a conversation.

Guidelines to Gain Toned Telemarketing Tactics

1. Don't Start Cold, Begin Warm Conversations

Cold calling on a mass scale is no longer a preferred tactic. Instead of using outdated lists, get your database up to date with data intelligence through inbound marketing strategies. With inbound marketing and lead scoring technologies:

- You gain in-depth details about individual prospects and new customers.
- You gain advanced analytics of your customers' journey from the first touch-point to the final sale and beyond.
- You gain insights into what each prospect is looking for and how you can connect with them to give them what they want.
- You can segment your target audience based on categories such as interests, personas or industries top facilitate a targeted approach to communication.



How Telemarketing Can

Lower Cost per Lead by 61%

Increase Web traffic by 55%

Improve Deal Sizes by 9%

By utilizing approaches of inbound marketing and lead scoring, the data intelligence obtained, provides a chance to warm up faster to your prospects and new customers.

2. Integrate Telemarketing With Your Overall Marketing Plan

Your marketing plan should revolve around an ecosystem that supports and nurtures all marketing activities. Consider telemarketing as a complementary marketing tactic rather than as a subsidiary of the marketing plan.

By integrating marketing activities you not only develop profitable sales cycles, you also increase the chances of landing larger sized deals by pursuing qualified leads. For instance, instead of making cold calls from an obsolete database, you can connect with prospects through social media and lay the foundation of a conversation. In this way you are connecting with your potential customers through various touch points.

3. Prepare a Script Not a Sales Spiel

How often have you found yourself in caught in 'unreal' conversations with telemarketers who don't seem to stop with their spiel?

While making a telemarketing call, it is necessary to be prepared and to have a guideline of how you want the conversation to flow. However, if you have to create a script, ensure it does not have the tone of a spiel. Nobody believes sales talk anymore, what really counts is the actual facts and real conversations.

Conclusion

Telemarketing should not be an independent process. It should be integrated with other marketing activities to yield higher returns. By utilizing inbound marketing strategies you can observe your customer's buying cycle rather than just your own sales process. Using a holistic approach and creating an eco-system of all marketing activities you will be able to nurture every lead and avoid prospects resisting your phone calls.

You can now boost telemarketing ROI with data intelligence and qualified leads. [Gain direction on how to utilize telemarketing tactics through segmented databases. Ask us how.](#)

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