

Telemarketing Checklist

By Campbell Rodriguez

- Reasons to outsource**
 - Employee costs.** How much will you save compared to the cost of hiring and training enough staff members to effectively manage your telesales campaign in-house?
 - Equipment costs.** How much will you save on phone equipment and set up as well as office space, employee workstations and other office related costs?
 - Professional handling** A professional telemarketing team will give the best results and provide a positive customer service experience.
- Company experience**
 - Years in business** Steer clear of fly by night firms - there are many scammers who will take your investment and skip town.
 - Computer skills/equipment** Manual telesales is a thing of the past. Any company you hire should have access to top-notch computerized databases and calling equipment - and trained staff.
 - Demonstrable results** Ask for references; businesses or organizations that have used the company should have good things to say about their professionalism and ability to deliver.
- Questions to ask**
 - Representatives.** What are the guidelines for hiring phone reps? What experience is required?
 - Training.** What kind of training do new hires receive? How long does training last? Is computer training included?
 - Average hold time.** How long are inbound callers normally on hold? Are they listening to dead air?
 - Average talk time.** How much time is typically spent on the average call?
 - Hours of operation.** Can the telemarketing firm work on your behalf 24/7, providing inbound call coverage as well as outbound?
 - Scripts.** What scripts will be used to convince the customer? Are they professionally written?
 - Prospects.** What database will be used to determine the calls made? Will the desired demographic be targeted?
 - Customization.** Is the marketing plan used on your behalf unique and customized for your needs?
 - Documentation.** How will results of telemarketing efforts be delivered? Is there accountability?
- Types of services**
 - Lead selling** Many telemarketing companies provide lists of prospects, or 'leads'.
 - Cold calling** Contacting prospects who have not requested a contact.
 - Appointment setting** Contacting prospects who have expressed interest in an appointment.

- Outbound sales** Marketing directly to the customer via telephone contact.
- Customer service** Handling inbound queries or sales calls.
- Database generation** Collecting extra data on the customer during phone calls.