Telemarketing Checklist

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# Tasks:

☐ **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.*