

# 10 Things Your Telemarketing Firm Must Have To Get Hot Leads

A Consumer Awareness Guide  
to Hiring Telemarketers

By: Tamei Thompson

©2011 CallTACT Marketing, Inc. ALL RIGHTS ARE RESERVED. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or by any informational storage or retrieval system without express written permission from the publisher.

Published by:  
CallTACT Marketing, Inc.  
17899 US Hwy 70  
Lone Grove , OK 73443

**DISCLAIMER AND/OR LEGAL NOTICES:**

While all attempts have been made to verify information provided in this book, neither the Authors or the Publisher assumes any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a qualified professional should be sought. This book is not intended for use as a source of legal or accounting advice. Also, some suggestions made in this book concerning marketing, product sales, or referral fees, etc., may have inadvertently introduced practices deemed unlawful in certain states and municipalities. You should be aware of the various laws governing business transactions or other business practices in your particular geographic location.

Any references to any persons or businesses, whether living or dead, existing or defunct, is purely coincidental.

PRINTED IN THE UNITED STATES OF AMERICA

**H**i! My name is Tamei Thompson and I'm the President and Owner of CallTACT Marketing Inc. I've been in the telemarketing industry since 1994. I've held positions in the telemarketing industry as a Quality Control/Customer Service, Sales and eventually Vice President. The first company I worked for started with four employees. Six years later, we grew it to forty-eight (48) people.

In this time, I've learned what the common traits and patterns are needed from a telemarketing firm to get the best results for their customers. After 17 years of hands-on field experience, obvious things do appear.

One of the most obvious is making a good first impression to your potential customers. This could either open the door to future business or slam it shut. That's why this consumer education guide was created—to *help you make an informed decision when selecting a telemarketing firm.*

In just a moment, I'll share with you the ten things a telemarketing firm must have for campaign success. Plus, I'll offer you five recommendations and give you seven questions to ask a telemarketing firm *before* you use them to call on your behalf.

Now, here's...

**Must Have #1:** When choosing a telemarketing firm, make sure the telemarketers calling have a native accent. This means, if you are calling China, use telemarketers with Chinese accents. Not American, Russian or Indian accents. If you are calling American businesses, use American accents.

Now, there is nothing wrong with different cultures, but when your potential customers have a tough time understanding you over the phone... *selling anything ...* will be nearly impossible.

Here's what a 2010 research study from the *Personality and Social Psychology Review, The Way They Speak: Stigma of Non-native Accents in Communication* also revealed about people with foreign accents.

“Research has shown that people with accents are judged as less intelligent, less competent, less educated, having poor English/language skills and they are unpleasant to listen to. Not only people with standard accents subscribe to these beliefs and attitudes, but individuals with accents also often stereotype against their own or others accents.”- Gluszek A., & Dovidio. J.F. (2010). *Personality and Social Psychology Review*, 14, 214-237

You never want to leave a negative first impression, especially to your potential customers. Find telemarketers with native accents calling on your behalf. This is one of the most important and often overlooked areas of communication success.

**Must Have #2:** Once a telemarketing firm with native accent telemarketers are found, you must have a customized telemarketing campaign.

Generic campaigns are cheap and easy-to-do for a telemarketing firm, but it's a bad bargain for you because it will reduce results.

One size doesn't fit all.

Unless you have the exact same benefits, advantages and services as your competitor, make sure the telemarketing firm customizes your campaign to fit your needs and brings out your best advantages.

**Must Have #3:** Targeting the right markets goes hand-in-hand with a customized telemarketing campaign.

This lets you go directly after the industries and size of businesses that you want to write. Nothing will ruin your day faster than having a ton of hot leads with no markets to place them in.

**Must Have #4:** You will also want telemarketers calling on behalf of YOUR agency, not from a telemarketing firm. This will help burn your company name into the mind of your potential customers . The big payoff comes during the sales process because having heard your name before, they will be more comfortable doing business with your company.

You won't get this with a survey type telemarketing firm.

**Must Have #5:** This is a dirty little secret of rogue telemarketing firms. And it's probably happening right under your nose.

In my opinion, **it's downright fraud!** Make sure the telemarketing firm you work with NEVER sells your leads to another company. **Get this in writing.**

You see, a lot of telemarketing firms have you sign lengthy contracts, and when a list is exhausted from repeated calls, they need a way to continually produce leads. What could be easier than to take a campaign you paid for and give the leads to someone else?

This happens more often than you'd expect.

**\*\*\*Valuable Tip Alert\*\*\***

A simple fool-proof way to protect yourself against this is by adding your name and a few other employee names to your telemarketing call list. The key is to use an alias name coded to that specific campaign.

For example, say your real name is John A. Franco, but your alias is Alan Johnson. When the telemarketers call you (Alan Johnson), tell them you are interested in appointments and anything else they are offering. You are now a hot lead.

If anyone call asking for Alan Johnson (other than your own sales team), you'll know right away that YOUR leads have been sold.

**Must Have #6:** Speaking of protecting yourself, a telemarketing firm must offer you a month-to-month agreement rather than forcing a one-year prepaid contract up front. A long term contract locks you in without any escape... even if ...the performance is poor. It's like buying a house without ever stepping foot inside. Don't do it!

Instead, pay for results.

A good telemarketing firm will be confident enough to offer you a month-to-month agreement. The results (not the contract) will have you coming back to them. Look for a starter package or a test program.

**Must Have #7:** Charging per hour (instead of per lead) is also a must have for a telemarketing firm. Typically, a per hour charge gives you both quantity and quality; while a per lead charge keeps telemarketers focused on only quantity.

You see, telemarketing has one of the highest personnel turnover rates in any job. Recent statistics show the average employment time of a telemarketer is only 90 days.

Why?

Imagine on top of an already stressful job that the only way he will be paid today is if he gets a lead for you. Do you think that telemarketer (calling on your behalf) will care about building long-term relationships or making lasting positive impressions? Probably not. He just wants the lead and move on. So find a telemarketing firm that charges per hour. You will have better quality leads and better overall results.

**Must Have #8:** Once you find a telemarketing firm that can get you results, keep an eye on hidden miscellaneous fees. Some less than honest telemarketing firms will purposely low-ball their initial offer, win your trust and then hit you with a tornado of fees.

They have set-up fees, script development fees, database management fees, long-term commitment starting, stopping and restarting fees and on and on.

Demand they only charge you for a straight-up hourly rate to make their calls. Whether they are generating X-dates, setting appointments, confirming those appointments, ALL charges should be for only phone time. The administrative duties should be part of their overall service. NEVER allow administrative time to be deducted from the hours calling potential customers.

**Must Have #9:** Time is money. When leads are hot, there's only a small window of opportunity for you to act on them. You can't get this when you have to retrieve the information from a system yourself. There's no excuse with the technological advances of today.

The reasons are obvious why finding a telemarketing firm that will send you information AND alert you of hot leads is a must have.

**Must Have #10:** Lastly, be diligent about tracking your telemarketing. The best leads don't mean anything if you can't measure the return-on-investment. A good telemarketing firm will offer tracking services because they will also want to know how to improve.

It's a real simple and painless process.

Simply let the telemarketing firm know who is going out on the appointment, whether or not a proposal has been generated and if the account has sold, etc. Then they will load that information into their database management system and will provide reports, closing ratios, ROI.

The tracking can be customized to fit your needs and wants. You can get the telemarketing firm as involved as you wish.

For the biggest bang for your buck, have the telemarketing firm call the prospect AFTER the appointment to do a survey type approach to measure the impression of your producer after the meeting, what could've been done differently, etc.

If you're thinking about having telemarketers call on your behalf, I offer these five recommendations.

**Recommendation #1:** Make a commitment to yourself to value your time. You can never get it back. Successful people do things that they are good at 90% of the time and delegated the rest. Unsuccessful people do the opposite.

If you hate cold calling, hire a qualified telemarketing firm to do it. Life is too short. I can guarantee you will be happier doing it this way.

**Recommendation #2:** Talk to at least three of their past or current customers. Find out how they performed. What they did well. What they could have done better. If they have any success performing a similar campaign you are looking to do.

Of course the people you talk to will be a little biased, but no customer will give a vendor a good review unless they deserve it. If you listen carefully and ask the right questions, they will tell you almost everything you need to know.

This recommendation is so simple, many will decide not to do it, but please do. It will save you a lot of heartache and money.

**Recommendation #3:** Speak with the person (or people) making your calls. Yes, you CAN and SHOULD do this. The chances are... if you like them... your potential customers will as well. Remember, they are calling on your behalf, make sure they leave the impression you want.

**Recommendation #4:** Ask questions. The way you learn about a company is to ask specific questions and listen carefully to the answers. Here are the questions I suggest you ask:

1. What experience do you have in telemarketing?
2. What happens if I'm not satisfied with my result while the campaign is underway?
3. Are all the telemarketers calling from the U.S.?
4. Are you specialized in an industry?
5. What kind of call script will you use for my campaigns?
6. What kind of tracking database do you use?
7. What kind of lead database software do you use?

**Recommendation #5:** Once you're satisfied that you're working with an honest, competent professional, ask for a specific quotation in writing including any and all fees.

A written quotation gives you the assurance that you know exactly what your job will cost. No surprises.

By following these five recommendations, you'll gain all the information you need to make an informed, intelligent decision.

If you want a quick, cheap telemarketing job, many companies in the phone book can help you. Or you can do the job yourself.

But if you want your telemarketing campaign to be professional – branding your company, leaving a lasting positive impression, giving you exclusive territories, setting up

appointments, and generating a consistent stream of X-dates – then I invite you to call me.

I'll be happy to answer your questions – provide you a cost estimate over the telephone – or have you talk to my past or current customers – without obligation of any kind.

To reach me, call **(580) 657-8441**. Or, if you prefer, just leave your name and telephone number at [tamei@calltactmarketing.com](mailto:tamei@calltactmarketing.com) and I'll be glad to return your call. You may also visit [www.calltactmarketing.com](http://www.calltactmarketing.com) for more information.

Thanks very much for reading. I hope you found this consumer guide helpful. If you have questions or comments – or if you'd like to schedule a free, customized telemarketing quotation, contact me at **(580) 657-8441**. I'll return your call promptly. Or email me at [tamei@calltactmarketing.com](mailto:tamei@calltactmarketing.com)

On behalf of CallTACT Marketing, Inc – I thank you for your kind attention.

