

answerNet
WHITE PAPER

**Ten Steps to a Great
Telemarketing Campaign**



About AnswerNet

AnswerNet is the largest privately held telemessaging company in the world and a full-service provider of inbound, outbound, automated, electronic and business process outsourcing (BPO) call center services.

AnswerNet operates over 50 contact centers within the continental United States, Canada and one near-shore location in Costa Rica.

We provide a wide range of services, from our core capabilities of telephone answering, hotlines, customer service sales, lead qualification and market research to a variety of business process outsourcing options including CRM hosting, email management and order processing.

Ten Steps to a Great Telemarketing Campaign

At AnswerNet, we understand that a successful telemarketing campaign takes planning. Yet many people do not know where to start. They go a buy a list or write a script without developing the strategy. Doing so almost always results in less than stellar ROI.

Below we provide a simple guideline to building a successful telemarketing campaign. There are many other elements that need to be considered, but following these steps is a great start to launching an effective telemarketing program for your company.

Step 1: Define the Scope

Set realistic expectations that focus on sound program assumptions. Your call center team will need that not only as a benchmark for success, but as a way to forecast the staff and project timeline.

Step 2: Set SMART Goals

Goals are very important to any telemarketing campaign, especially when they are SMART. SMART stands for: **Specific, Measurable, Achievable, Realistic and Timely**. The more defined campaign goals are, the more likely your call center will perform.

Step 3: Define the Target Audience

Know your customer. Where do they live? What do they like? How old are they? Knowing your target better will only enhance a call center ability to produce results.

Step 4: Determine the Decision Maker

Determining who is the decision maker will clarify who the call center agent should be talking with and will streamline the sales process. Otherwise, the agent could spend valuable time talking to someone without the buying power.

Step 5: Develop Offer

The offer is critical to the overall success of your program. There must be a compelling reason(s) for the prospect to react to the call. The offer needs to address the needs of the prospects.

Step 6: Develop a Script

Proper scripting is key for a call center agent to stay on point. Basic script outlines include an introduction, a marketing message, benefit statements and a closing pitch to convert the prospect.

Step 7: Provide Product/Service Orientation

Your call center needs to know your product or service inside and out. Creating product/service competency with agents will result in increased productivity, as well as improve customer satisfaction.

Step 8: Define Data Requirements

Most reputable call centers can develop a custom database for your campaign that will parallel your existing data field layout. That means data can seamlessly import from the call center into your customer relationship management (CRM) systems.

Step 9: Create a Timeline

No project should go without a timeline. It is important for your call center team to understand the overall start/end of the campaign. Doing so will allow the call center to schedule properly, allowing time to calibrate and adjust messaging if necessary.

Step 10: Review Reports

Review your data files, digital recordings and other reports on a daily and/or weekly basis to find areas of improvement. Most call centers can customize productivity reports based upon your exact requirements.