



# WAG

**A SHORT SERIES OF  
#TOPTIPSBYWAG**

**8 REASONS WHY YOU SHOULD USE  
TELEMARKETING IN YOUR MARKETING MIX**

# 1 TELEMARKETING IS TANGIBLE

It is a results driven process and provides you with a quantifiable outcome which makes it easy to measure and evaluate whether your campaign is successful or not.

#BUSINESSCALLS

#MEASUREDSUCCESS



QUEEN OF MAKING CONVERSATION

# 2 TARGET DECISION MAKER

The person you need to speak with will get you an outcome. So, there's no time-wasting speaking to the wrong person!

#CONVERSATIONS

#DECISIONMAKER

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### 3 DEFINE YOUR TARGET MARKET

By building a database by many factors such as sector, company size, location, number of employees or turnover etc. Doing this will help you to identify your perfect target market and need for you in the marketplace.

#TARGETMARKET #DATABASE

### 4 TELEMARKETING IS PERSONAL



By speaking directly to the decision maker, you are building a rapport. It's also a two-way communication process which you will not achieve via other forms of marketing such as direct mail or email.

#PERSONALISEDMARKETING #RAPPORT

## 5 INTELLIGENT DATA GATHERING



The information for all the telephone conversations, including outcomes, are recorded and can be used in the future.

By re-marketing to them about new products or services or by staying in touch for when the time is right for them building a pipeline.

Email marketing can support your telemarketing activity but please don't rely on it to do all of the work!

#PIPELINE

#REMARKETING

## 6 INSTANT RESULTS

- **Immediate** - it has been known that a first call can lead to business immediately. It's rare but possible.
- **Availability** - Consider being able to deliver the service straight away.
- **Factors** - Need and timing will be the gauge for when results will be shown.

#APPOINTMENTS

#CALENDAR

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# 7 EFFECTIVE USE OF TIME

In the time it takes for a face to face meeting you can effectively contact many businesses. KPI's are key to staying on target with the number of calls you need to make that convert to reaching the right person for an appointment or commitment gained.



#TIMEMANAGEMENT #KPIs

# 8 COST EFFECTIVE



Dialling an average of 80 companies per day. No time-wasting.

## Reach decision makers

Convert dials into conversations that count and business done.

#NOTIMEWASTING #DECISIONMAKERS

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*FIND YOUR  
INSPIRATION*

IN EVERYDAY LIFE  
As an individual and as a team player.

IN NETWORKING  
Be ready to help in any way you can

IN YOUR IMAGINATION  
Remember to be yourself when  
speaking to anyone - they can tell if  
you're not feeling confident

IN THE FUTURE  
Plan who you want to work with and  
aim to reach out to them

IMPORTANT POINTS  
DONT FORGET!



VISUALISE YOUR IDEA



THINK OF A PLAN



MAP IT OUT

# QUESTIONS TO ASK YOURSELF

- **WHY ARE YOU DOING THIS?**

Making calls is just like networking - it's a tool to be able to get in front of the right people

- **WHAT SETS YOU APART?**

Be the person willing to listen to their needs before you educate them on your services

- **WHAT WOULD YOU LIKE TO ACHIEVE?**

Turn your telephone calls into paying customers

# STEPS IN DEVELOPING YOUR VOICE

**LOOK AT YOUR EXISTING PROCESS**  
Identify what works & what doesn't

**FIND THE COMMON FACTORS**  
Existing customer types are great resource to identify new customers

**EDIT YOUR SERVICES**  
Keep your offering simple & straight forward

# WHO IS WAG?



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