



Nido Marketing – Top 10 tips for successful telemarketing

1. Listen! Probably the most important (but often least used) skill when telemarketing. People hate being talked at. If you actually listen to what they have to say you will get much more out of a call.
2. Use open questions. When? What? Where? Who? etc. Ask relevant questions to get them talking and participating in the conversation.
3. Make sure you are actually talking to the correct person. Are they the ultimate decision maker? Ask if there is someone else they recommend you talk with.
4. Smile. It is not just what you say but how you say it. Nobody will want to buy from you if you sound miserable.
5. Prepare. Know what you want to achieve from a call and note down relevant questions that will help you. Don't read from a script and be prepared to change your approach if it isn't working.
6. Don't take it personally. If a call has gone badly, the person on the other end of the phone may simply be having a bad day.
7. Set realistic targets. If you are new to telemarketing don't immediately think you have to spend days on end cold calling potential clients. Start small and work up. 5 calls a day is still better than none.
8. Try to always get something out of a call. If the ultimate aim is to get a face to face meeting make sure you also have a secondary objective. Examples could be sending out information and getting commitment to call and follow up, or simply getting an email address.
9. Talk clearly and slowly. Be aware of how fast you are talking. If calling potential clients is a new experience you will feel out of your comfort zone. The temptation will be to speak quickly to get all the information over as fast as possible. Don't!! Take your time and talk clearly and confidently.
10. Don't argue! In this instance the potential client is always right. Remain calm and always be polite. If you are constantly coming up against a brick wall think of different ways to obtain the information you need.

To find out more about successful telemarketing please contact Nido Marketing Ltd on 01273 66 79 79 www.nidomarketing.co.uk