

7 tips for your telemarketing

There is no single recipe for a successful sales process, but there are key elements. We've selected the most important ones for you

Preparation and Objective:

Before you pick up the phone, you should have an overview of the company, title, decision-maker, industry, region, etc. The sales call is a minor part of telemarketing. The hard work lies in the preparation and conversation. Also, set a goal for **why you are calling** to maintain focus and keep the conversation on track.

Warm vs. Cold Canvassing

Unfortunately, cold canvassing is still used today (calling people without any prior agreement or relationship), which is an inefficient sales method with a **success rate of only 1-3%**, as opposed to warm canvassing (**up to 30% or higher**). Warm canvassing is also known as warm leads (calling people who have shown interest).

Body language, Mindset, and Mentality:

Before you make a call, you need to have the right mentality. Focus on your body language, which plays a significant role. **Get up from your chair, smile, and use your body language.** It makes you sound engaged in the conversation and boosts your energy.

Don't let one rejection knock you down because there will be quite a few. Instead, keep your spirits high, your motivation up and believe that you will succeed. It 'just' requires the right mindset and mentality. Preparation, practice and persistence are the path to those juicy results

Reading and focusing on the recipient

Mirror the recipient to be better positioned. The best way to adapt to the conversation is by listening **and asking WH-questions**, focusing on the customer's pain points/challenges, and meeting the customer at eye level.

Creating close relationships

Our teaching is based on the KLT-method, which is rooted in human relationships. Why? **Because people buy from people they know, like, and trust.** So, create presence, trust, and personal relationships as these are crucial factors for your success in telemarketing.

Scripting and the 80:20 rule

A script can be a guide to remember your introduction, questions, etc. The most important thing is not to let it take over so that you don't end up sounding like a robot reading from two A4 pages.

Use the 80:20 rule: 80% of the time on your preparation and research, and 20% on the practical part, i.e., the call.

Your database

When selecting your customers, it's important to have a database that can be updated along the way. **This ensures that you don't contact the same person twice** and that you continuously have an overview of entered agreements.

An Excel sheet is an option in the startup phase; otherwise, there are CRM systems that can help you centralize and optimize your sales work