

# Leading Edge

with

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Communication Programs That Sell

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### Reasons to Outsource Prospecting or Lead Generation Programs

Setting up a communications center is not easy. To begin with, a large amount of capital expenditure for items such as phone lines, furniture, floor space, computers and client databases is needed to set up a full-fledged call center. In addition, the effort of hiring and training telephone sales representatives and a management staff will be time consuming and not inexpensive.

If a company does not have long term application needs for a call center, outsourcing makes economic sense. Professional telemarketing firms already have the hardware, software, manpower, expertise, and economies to scale that will allow them to operate at a lower cost than companies that set up their own in-house operations. Additionally, by using telemarketing firms who have years of experience, they can select, design, and recommend calling lists.

### How to choose the right communications company

Keep several things in mind when choosing a communications firm. First, what are your goals for the campaign and second, based on your preferred outcome, what are your expectations of the firm. You will want to choose a firm with experience in your industry or at the very least, with similar campaigns.

Speak to references that have worked with them, and make certain that the firm has the expertise that you require, including technological abilities to interact with your company.

The quality of communicators used by the firm is also important. Ask about minimum requirements for hiring a telephone sales representative including payment scale or structure. Ask about turnover rate also, as that might affect your project. This information often reveals the company's long-term investment in its employees.

Since most customers assume they are in contact with your company, you need to be confident that the representatives from the service has a philosophy and image consistent with one you want projected to the marketplace. To check the image the firm conveys, seed the calling list to receive phone calls from the communicators or visit their facility and observe actual phone conversations on an unannounced basis.

Last, but not least, make sure your account receives the personal attention it deserves. This means that a large company with strict minimum work order requirements may not be the most suitable choice for you.

## Telemarketing Success

Many factors go in to the success of a communications campaign. The script, the time of the day when calls are generated, the personality of the communicators, or the list of potential prospects can all influence the outcome.

Often scripts that direct a push for a sale within the first 30 seconds of the conversation tend to be less effective. Additionally, a too "selective" or too "inclusive" prospect list may yield lower results than expected. While a successful sales campaign may often be preceded by failures, your communications firm should be flexible with and receptive to, any changes you suggest.

## Pricing

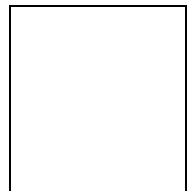
When it comes to hiring a professional communications firm, it is difficult to pinpoint a specific market rate. Costs depend on a myriad of factors, including the type of project, skills and expertise required of staff based on technologies needed and used.

Many large call centers require a minimum work order. These minimum orders can range from 1,000 to 10,000 calling hours per project. Most firms charge an hourly rate and bill by the actual time spent on calls. As the number of hours increases, the cost per hour drops. Overall, the number of calls generated determines the actual amount of the bill. The payroll structure to communicators also affects the bill. If an incentive program is built into the pay structure you can expect the hourly rate to be higher. In this scenario you should not mind paying the higher rate because it is normally predicated on results--results that boost YOUR bottom line.

**FOR MORE INFO OR TO DISCUSS YOUR SPECIFIC NEEDS, CALL US TODAY**  
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