

Welcome to Top Mark Call Centre Professional

This course is intended for those who have little or no experience of the subject matter, either starting up a business, or having worked for a while without having to deal with Telemarketing.

To help you to understand the psychology and uses of Telemarketing, as well as practical applications, you will come across a number of challenging questions, and unit assessments. The principles have been illustrated with as many examples as possible. You'll find them highlighted. In the Assessments you have the opportunity to test how the principles work in practice, to apply what you've learnt in a down-to-earth way.

Objectives of the Top Mark Call Centre Professional Course

In the sequence of six units you are going to cover the following topics:

- Planning and objectives
- Opening the call and understanding benefits
- Structuring the call
- Recognising objections
- Closing the call
- Putting it all together

When you have worked through the six units, you will be better able to:

- Make a strong first impression on the phone
- Present your case in terms of benefits for the Customer
- Use questions confidently
- Make positive language a normal habit
- Deal effectively with objections
- Close more sales

Experience has shown that the course will take about 11 hours to complete. Don't be concerned if it takes you longer than this average time.



Unit 1 Planning and objectives

This course has been specially developed to help you understand what telemarketing is, how it can be used, in a variety of situations, how to use the telephone more effectively, and the best ways you can project the right image of the company.

While telemarketing shares some of the same techniques as other forms of selling or market research, there are specific skills, which can be applied in this environment.

Types of Telemarketing

Telemarketing can be used in a wide variety of contexts. Can you think of any?
(Write your answers here)

Here are some we have found:

Research. You might want to find out about customer satisfaction, whether a company ever buys a product or service: whether consumers would agree to a bypass for their local town, what their perception of a company is, whether one company is better known than another: how often people buy a product, what prices they prefer to pay for selected services, whether a TV or radio campaign has been seen/heard, and what the messages are.

List cleaning. As managers in business tend to change jobs every 3 years, and consumers move house, on average every 5 years, it is essential to ensure that lists are kept up to date. This can best be done by telephoning to check the details.

Several companies on the web now offer lists of companies, but without contact names. As Direct Mail is much more effective when addressed to a named person, whose job title indicates that the mailing would be relevant, this can be an on-going job, which is essential to good relationship marketing.

Order taking. Many businesses use telephone marketing to collect orders on a regular basis from their customers. This can range from stationery supplies, clothes and spectacle lenses, to ice cream and car parts. Call Centres use telemarketing operators to help



customers select their purchases, encouraging add-on sales, and advising on stock levels and delivery schedules.

Appointment making. The most highly paid sector of telemarketing is appointment making for businesses. We will be looking at the processes involved in more detail later, but at this stage it should be remembered that with appointment making, you only need to sell the appointment- not the whole product, especially if it is technical. This is useful when selling technical temp. staff to companies. So, don't worry if you don't know much about a product or service at the beginning.

Customer Service. Many companies now use the phone for customer service, as it keeps customers informed, and maintains contact with them. The type of work you might find in this area could include following up a new customer to ensure they were happy with a service, telling customers about special offers which they are eligible for, and following up customer enquiries.

Prepare your work environment

Whether you are working from home, or in a huge call centre with 200 other people, it is essential to prepare your working environment.

Before you start:

- Prepare a clear working surface - nobody works best in a muddle
- Ensure a supply of pens and paper to write on - preferably not the back of something valuable
- Check your contact notes are to hand. Have you spoken to the person before, do you know what their point of view is/are they a client?
- If you are using a computer, have you the correct screen on display/are you familiar with the screen?
- Are you sitting comfortably? If not, your voice is not going to come out the right way. You will not be breathing properly, and your voice will come out all choked.

Hot tip! Many telemarketing professionals prefer to do their calls standing up. This releases the diaphragm, allows more breath in the lungs, and gives greater control. Try it!

- Are your prompt notes/script to hand? Some people prefer working with a script/some don't - we'll talk about this later - but if you are working with a script make sure you have it to hand.



- The diary. If you are making appointments on behalf of a sales person, you can't just hope they're going to be in Bradford a week on Tuesday –you will need their diary to make offers of dates to the person on the telephone
- The map. If you don't know the distance between Bradford and Birmingham, this is going to cause problems. You can make much better use of the sales person's time by concentrating their efforts in a tighter geographical area
- Product information - If you need detailed product information, be sure you have it in an easy to use form - there is no point in having the company brochure, and wading through it every time, if you can summarise the key points on a sheet of paper.
- Is there anything else that you need - Clock? Order forms?

When working on the phone, it is recommended that you clear your work surface of cups of coffee, do not eat apples, toffees, or other distractions to the customer, or smoke.

Personal Planning

Know what you are doing and why. If you do not concentrate while on the phone, it will be apparent to the person you are calling, and you will not be successful.

Set a personal target. You can expect to make 10-15 calls an hour, depending on the nature of calls.

Set your hourly target. Break it down into small pieces making it much easier to start. We all know about putting off the jobs we don't want to start, but if you don't start you will never finish.

Illustration:

A telemarketing team set up for a fleet management company had a slogan '10 before 10'. As the telesales staff were part time they needed to get started at 9 o'clock and not 10 o'clock. They were given a target of phoning 10 people before 10 o'clock. This got them into a routine which made them more effective.

Then work out how many calls you have to make to find out how many contacts you get. Then work out how many contacts you need to actually turn them into appointments or brochures to be sent out; so that you are keeping an eye on how productive you are.

Example:

No. of calls per hour:



No. of contacts per hour:
No. of sales/appointments:

