



Fact Sheet: **Telemarketing.**

Our Approach

We have a very simple motto: We talk to people on the phone the same way how we want to be addressed.

In this way, we achieve a dialogue at eye level and create a conversational atmosphere in which we can ask questions and transport your messages.

The Decisive Factor

The first few seconds of a phone call are essential. In this short period of time, the target contact decides whether he wants to continue the conversation or not.

Only those who convey competence and trustworthiness in this short moment can overcome this hurdle.

This is why the topic of employees is our top priority:

- Careful selection with high requirements for education (preferably university degree) and professional experience.
- Focus on communicative strength and empathy, so that conversations can be conducted situational and not only along rigid interview guides.
- Permanent assignment of employees to customers and projects, which continuously expands the expertise regarding the respective topic and the relationship with your in-house team.

Areas of Application

Lead Generation

- Qualification of existing addresses and contact persons
- Identification of decision makers and making contact
- Analysis of needs in the contacted company
- Creating awareness for your products and services
- Developing of a lead pipeline for appointments with relevant decision-makers

Company Profiling

- Outline of the company structure, history, equity holdings, business figures, etc.
- Identification of the relevant departments and the respective decision-makers
- Filing of contact information and conversation notes
- Clear display of hierarchy structures



Telephone Event Support

- Follow-up calls for invitations and mailings
- Creating awareness for and promoting events
- Forwarding invitations and follow-up by phone

Value Added Services – What does that mean for you?

We see our main task in telemarketing in supporting your sales team. Especially the setup and the ongoing feeding of a steady lead pipeline is very labor-intensive and time-consuming. A task that can quickly be neglected in daily business.

By using our services, you ensure yourself:

Focus

- Focused phone calls, 8 hours per day
- Focus clearly on lead generation for the pipeline of your sales team
- Identification of the right contacts
- Contact at all necessary levels → Department Heads, Division Management, C-level
- Creating awareness for your business, your products and services

Consistency

- Setup and maintenance of the database → continuous contact with the target group and permanent update of the data basis for your sales
- Post-processing and follow-up in the aftermath of the initial contact
- “Lead-Nurturing” und monitoring of a contact up to the necessary maturity and handover to your sales team

Synergy

- Close cooperation with your sales team, continuous coordination of the proceeding and the next steps
- Use of contacts also for other areas such as marketing, e. g. for mailings, events and incentives
- Information about experiences in other vertical markets and with different contact partners

With Tele-Sales, you can use a highly effective measure for the sustainable success of your sales – let’s talk about it.