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Telemarketing.....Give me a break!

That's right give us a break. Telemarketing is one of the most effective and successful marketing tools a company can utilize. It can be used across every industry and every revenue bracket. The response rate can be over double that of standard direct mailing & email marketing. Telemarketing programs can yield huge ROIs and can seal the gap between companies & their customers.

So why is telemarketing getting such a bad rap? Lets delve into what the definition of telemarketing is.

Telemarketing: the marketing of goods or services by telephone

Nowhere in that definition does it pinpoint a call center, because you don't have to be in a call center environment to utilize telemarketing. The reality is we all do on a daily basis.

So many people are quick to judge and make negative comments on telemarketing- but every single businessman & businesswoman in this world uses telemarketing to sell their products / services. Is there anyone in business that you know that doesn't pick up a phone to conduct business?

If you contact prospects to cold call, confirm an appointment, call to register someone for a seminar or are simply gathering feedback from a current or new client you are telemarketing.

Because there are plenty of call centers that don't operate with integrity and business ethics the entire industry is put under a big black cloud. Laws were written and passed to regulate call centers that were never abusing their services or contacts in the first place. These call centers that do operate at a high level of integrity and honesty are being punished. But really the call centers that were abusing the system before and going to be the same call centers to abuse the system again. So who are these laws really stopping? And because of all of this telemarketing will be forever blackened in the eyes of businessmen & women as well as customer & consumers. But please take this into consideration- we never want to be thrown into the same category as those call centers. There are hundreds of call centers in the United States alone like ours that want to change the way people see telemarketing. We want to educate on the benefits of this service and on the fact that every business in the world uses it.

So the next time you are having a conversation and something negative comes up about telemarketing- remember- give us a break- you do it too!