



Q-Tips

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Where the only call that matters is yours....

QCSS Embraces communication & innovation to transform human interactions into powerful & passionate customer experiences.



Give Us A Break..

That's right! Why does telemarketing hold such a negative association when you hear that word? Give us a break! Telemarketing is one of the most effective and successful marketing tools a company can utilize. It can be used across most industries and company sizes. The response rate can be over **double** that of standard direct mailing & email marketing. Telemarketing programs can yield huge returns on investment (ROI) and can bridge the gap between companies & their customers.

Telemarketing (tel-uh-mahr-ki-ting): From telephone + marketing, selling or advertising by telephone.

Nowhere in the definition does it pinpoint a call center, because you don't have to be in a call center to be actively telephone marketing (telemarketing). The reality is that most businesses market and advertise over the telephone on a daily basis.

Many people are quick to judge by making negative comments regarding telemarketing; but virtually every business professional uses telemarketing to sell their products/services. Is there anyone in the business world that wouldn't pick up a phone to conduct business?

This includes contacting prospects from a cold list, confirming appointments, calling to register someone for a seminar or simply gathering feedback from a new client. So, next time you conduct a phone survey about your customer's satisfaction with that new car or call about a promotion you are having – **you are utilizing telemarketing as a tool to grow your business!**

Since there are plenty of call centers that don't operate with proper business ethics – the entire industry holds a negative connotation. Bad business will always be bad business and the call centers abusing the system years ago are the same ones that continue to regardless of all the laws.

Take this into consideration; **we never want to be thrown into the same category as those other call centers.** There are hundreds of businesses in the U.S. like ours that want to change the way people see telemarketing. We need to educate others on the truth & benefits of this service and how a majority of companies in the world use it.

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

For more information on QCSS call today [800.609.9046](tel:800.609.9046) or email our CSO Karin Hall: khall@qcssinc.com



Following up on last month's article, the question then becomes; what can a sales organization do to achieve sales excellence? Here are three suggestions:

1. Train the sales force to succeed in the new market environment.

Training must become a top priority. It is mandatory to view training as a long-term investment that will return a significant multiple of the short-term costs. Unfortunately, this approach often conflicts with the compensation plan in effect.

Professional football players are paid millions of dollars per year. Yet the actual time they perform in a game is approximately three hours per week. The rest of their time is spent practicing and training in preparation for the game. No general manager or coach would tolerate players who refused to practice, but who just wanted to show up and play on the day of the game.

But sales managers and executives routinely tolerate, and often encourage, such behavior. Training is often viewed as a detriment to "making the numbers." It takes the sales staff out of the field and is viewed as nonproductive.

This is a classic case of the tradeoff between the "urgent" and the "important". Any executive will tell you that continually developing the skills of their sales force is critically important to the ongoing health of the company's revenue stream. But when faced with allocating selling-time to training, very often the training gets postponed.

But training for training's sake will not get you where you need to go. The training must instill the knowledge and behaviors required to be successful in today's markets. Product training is merely a precursor, not the main event. An understanding of business principles, the industry, the customer base, customer applications, human behavior, and the customer's buying process are all required to function as a truly customer-centric salesperson. Professional salespeople must essentially become business consultants, and the breadth of knowledge they must have to interact with their customers has grown well beyond product features and benefits, and traditional sales tactics.

2. Take an "I will help you solve your problems" approach to customers.

This goes well beyond the traditional approach of just looking for problems that your product / service can solve. It means understanding the depth and complexities of the problems facing the customer and being innovative in creating solutions. It may even mean bringing in products or services other than your own. Act as if you were a member of the customer's staff.

From this perspective, the salesperson's ability to understand the customer's business is the driver of the entire buying process. It accelerates the understanding by both the customer and the salesperson, of the situation and its consequences; and it increases the likelihood that the solution proposed by the salesperson will successfully deliver the expected business value.

The message is clear: it is only through delivering exceptional value to the customer that you become more than a vendor; you become a partner. This is the essence of customer loyalty.

3. Focus on the human element of the relationship.

Human beings are the one constant factor in all markets, regardless of the volatility of all the other factors. The more you understand about human behavior, perceptions, and motivations, the better equipped you will be to connect and build trust with your customers. And trust is essential to any relationship.

Human beings do not trust companies or organizations. We trust other people. The salespeople that we have met and worked with, in effect, become the vendor company. We trust them. Not some corporate logo. Indeed, building trust is a person-to-person process.

Trust develops over time through experience. The key component of trust is the customer's perception of the salesperson's intent. The customer must believe that the salesperson is truly trying to help him and that they have his best interests at heart. Once established, this will change the entire dynamics of the sales situation. It will become cooperative instead of competitive.

The paradox is that the more the salesperson "looks and feels" like a salesperson, the less likely the customer is to trust them. (How much do you trust Vince from the "Sham Wow" commercials?) Sales people need to quit behaving like sales people, and to start behaving like business people. They need to understand that they share a mutual self-interest with their customers. They both want the same thing...a solution that truly meets the customer's needs.

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