



QUALITY CUSTOMER SERVICE & SALES
QCSS
CALL CENTER & TELEMARKETING FIRM

800.609.9046

Q-Tips Newsletter

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THE 4 KEY POINTS

In Crafting a Successful Calling Campaign

by Eugene Borisov & Isaac Ryland, Quality Customer Service & Sales

As we near the end of the financial year, sales quotas become more difficult to achieve. Most businesses really push during this time, knowing that the holidays will serve as a big distraction for certain customer bases. It is important to add marketing assets to serve as additional steps on the sales goal ladder.

Telemarketing is actually very efficient and has an enormous return, *if planned and setup properly*. From experience of countless campaigns that we have served, it has been evident that successful programs (from beginning to end) have 4 basic commonalities.

For virtually any type of sales or marketing efforts (including a call center campaign), a company needs to have a solid grasp of the following key points:

1

Understand your sales cycle

- ▶ *What is your average selling price?*
- ▶ *What is your average sales cycle?*
- ▶ *What is your close rate?*

2

Target clients that give you the highest sales margin

- ▶ *Which industry?*
- ▶ *What titles should you speak with?*
- ▶ *Which areas should you target (local, regional, national or global)?*

3

Develop a clear concise message that grabs attention

- ▶ *Does it sound too good to be true?*
- ▶ *Does it align with your company's mission and values?*

4

Remember that consistency breeds productivity

- ▶ *Successful prospecting is an ongoing process.*
- ▶ *Continue adding new leads to your sales funnel.*
- ▶ *Prospecting is a marathon, not a sprint.*

Once you are entirely aware of these driving forces, you can tailor an excellent campaign that will serve not just as a quick fix, but as a hearty addition to your company's sales pipeline with techniques like lead nurturing and implementing a multi-touch strategy.

Strengthen your selling by getting through to the **right market** with the **right message**, and achieve a continuously growing revenue stream.

Finish off 2011 strong by contacting professionals that know how to produce a prosperous campaign that will give you substantial growth.

QCSS can consult with you on how to get the most out of your products or services. Give us a call today at **800-609-9046**

A Message from Samurai



Sensei Dan Kreutzer, of the Samurai Business Group, discussed the why, how and what to include in setting and getting a pre-meeting agenda. Dan referred to it as "setting the stage."

When scheduling a meeting over lunch, coffee or a desk, first determine the maximum amount of time granted. "How much time will we have when we meet?" Next ask the prospect, "What should we try to accomplish when we meet?" Finally, ask if it makes sense to set an agenda "to see if there is a fit" with your businesses. Then email or discuss the agenda on the phone to get approval. And email the agreed agenda before you meet.

When you meet for lunch, coffee or over the prospect's desk, there are no surprises.

When the agenda is covered, and there is agreement to move forward, offer the next steps you will take; and assign "homework" to the prospect. This will ensure that the prospect is fully engaged. If you don't follow these important actions, you will have a list of non-prospect prospects.

Just last week, I scheduled a lunch meeting with a prospect who had worked for a client. He was hired to undertake a huge project for a new employer. I followed Dan's advice.

In my confirmation email, I presented our agenda (key word is "our"). He emailed confirmation and approval of the agenda. After a few minutes of "How are you? What's new? How's the new job? I was able to move directly to our agenda. After our conversation, I explained what I would do, assigned homework (which was completed) and now await probable approval of my proposal.

For further details on the buying model, please contact either Dan Kreutzer or Robert Lambert or visit the Samurai Business Group website.

www.samuraibizgrp.com or call **312-863-8580**

About QCSS, Inc.

QCSS, Inc. **generates revenue opportunities** for companies who want to increase the **efficiency** and **effectiveness** of their sales and marketing efforts. Our team of professionals performs inbound and outbound telemarketing, lead generation, appointment setting, and other front-line sales activities that companies traditionally found difficult to measure, manage and staff.

When we combine our **industry experience** with our clients aggressive sales targets, we fill that unmet need called **execution**, and empower our clients to achieve great results. With our **proven process**, our clients maximize their front-line sales productivity, and ultimately their company's profitability.