

Schedule telemarketing time for more success

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By Stan Rosenzweig

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Telephone canvassing, or cold calling, is the practice of sitting down with a long list of potential prospects you've never met and telephoning them, one at a time, to learn which of them needs what you sell and then arranging to sell it to them.

Believe me, nobody likes telephone cold calling. Salesmen don't like it because they perceive that cold calls are to unfriendly, unkind strangers who would rather see you in a California kickboxing ring, going one-on-one with Governor Arnold, than see you in their offices. It's true. They are. They would.

Prospects don't always appreciate cold calls, because they are from people they don't know, asking questions they don't want to discuss. These calls are unscheduled, intrusive and sometimes can be a general pain in the South Forty.

At other times, however, prospects do respond well to cold calls. They open up freely and give us the chance to sell them what they need.

So, here's the dilemma: If we don't like doing it, and prospects don't always know when they like it done to them, why is it that we all MUST make cold phone calls part of our selling strategy? There are countless reasons. Here are just a few:

1. It's the fastest way to qualify prospects and maximize valuable selling time.
2. It's also the fastest way to them know what we do.
3. It's targeted. It's the best way to find the decision-maker.
4. It creates a quick personal relationship with the buyer.

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5. It keeps us productive when store traffic is down.
6. It reaches prospects we'll never run across in our other selling activities.

Every time you sit down to make telephone–canvassing calls, can you clear your mind of self–doubt? Concentrate on the goal of the moment and you will find that each new day will bring you new business, will raise you to new heights in professional productivity, and will give you a great sense of personal satisfaction.

Stan Rosenzweig is a sales trainer, marketing consultant and author. He creates customized corporate sales training and directs strategic marketing, product development and cost management consulting for large and middle sized companies and offers free selling advice at

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Is Telemarketing Effective?

By Matthew Noel

Telemarketing is one of the most controversial elements of advertising and sales that has ever been. With a turn towards avoiding this means of marketing, business are looking elsewhere. But, can an effectively run telemarketing campaign still pay off? Is your business the right type to take on the telemarketing world? There is little doubt that telemarketing has been successful, but with so many worries about legal action, it is necessary to do several things to ensure your telemarketing campaign is successful.

For example, with many new laws in place regulating the use of telemarketing to specific time frames as well as to only individuals who have not said they do not want to be called, it is necessary to insure that the company that is used to market is of the most highest of standards. If you consider your business not at risk, think again. The image alone that the customer has when they are `bothered" is not one you will want to tarnish your business's name. But, with the use of regulated services that really do pay attention to detail, you can benefit from telemarketing.

Telemarketing is necessary to many businesses. It can be done quite successfully. If you are considering the use of telemarketing to promote your service or company, insure that you use a company that screens employees, hires and trains employees effectively and that has a successful rating. With these things kept in mind, just about any need that you have in telemarketing can be fulfilled successfully.

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There are also many information portals now devoted to the subject and we recommend reading about it at one of these. Try googling for "telemarketing" and you will be surprised by the abundance of information on the subject. Alternatively you may try looking on Yahoo, MSN or even a decent directory site, all are good sources of this information.

For more information please see

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