

IT'S YOUR CALL

So Many Leads...So Little Time....

Out of Sorts or Outsource

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Prospecting leads is an essential part of growing your potential customer base and turning leads into sales in B2B marketing. Often, potential leads don't respond to the first few B2B telemarketing or email marketing attempts. With a large list of prospective customers, it can be difficult to have the time to continue lead qualification on all of these contacts (making one feel a little out of sorts) though they are still valuable, marketing-ready leads.

Although the Director of Sales at a SaaS company, likes to take a personal, hands-on approach to [prospecting](#) for the company, she turned to IT'S YOUR CALL telemarketing service to follow up on the third outreach of their prospective customers. Despite outsourcing to a call center, they were able to retain the personal feel that's preferred in interactions with potential customers. IYC developed a script, which acted more as a guide, in which questions were prioritized and the caller would be prompted the next appropriate question to ask based on the leads' responses, keeping the interaction natural and conversational. They also educated the callers by having them personally go through the product demonstration before calling prospective customers to familiarize themselves with it, and to have some genuine knowledge of the product while speaking with leads. In 200 hours of calls, IT'S YOUR CALL booked 44 demo appointments and had a 5% overall positive success rate during their campaign. Outsourcing the third outreach attempt allowed the Director of Sales to spend more time making personal, initial calls with a greater number of potential leads. It also prevents other valuable leads from just sitting on the back burner or being forgotten altogether, while keeping consistent with their "high-touch" marketing strategy.

