



IT'S YOUR CALL

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

What Comes Next? How to Perfect the Follow-Up Call

You always know who you're calling and what you need to say. B2B telemarketing is all about how you explain yourself to the person on the other end of the line. When you know everything there is to know about your product, all you want to do is get the other person to listen. Sometimes they do, and many other times they simply don't have time for your sales pitch. While this can be frustrating, it comes with the territory. For a good portion of the calls you make, your next move is the most important. Following up with potential clients is where you will end up making most of your sales and appointments. Take the time to go over your strategy to get the most out of your follow-up calls.

Initial Contact

More often than not, your first contact with a business will be with a receptionist or assistant. Many make the mistake of trying to hurry past these individuals and go straight to the decision maker. They are frequently more important than you think. The person answering the phone is usually tasked with screening calls to make sure the boss does not get weighed down with unnecessary distractions. You need to explain who you are and what you are looking for to the receptionist before asking for a specific person. By doing this, you show that you know their company, are taking their needs into account, and you are not just another salesperson going through every name in the phone book. When you make the gatekeeper your friend, you build a rapport that is essential to your future.

Precision and Punctuality

Not actually getting to speak with the person you're looking for is common. Leaving messages is always important to setting up the groundwork you need for your sales pitch. Aside from explaining who you are and what you can offer, you need to pay attention to the details. For example, if the receptionist tells you that the decision maker will be back in the office the next week, ask for a specific day and time. Going from a vague time frame to something more concrete will automatically improve the customer's experience. Make a note of the future interaction and try to call at the exact time you were given. You will display your attention to detail as well as the client's importance.

Going to Voicemail

There will be times when all you're going to get from someone is their voicemail. In the world of B2B telemarketing, your message could be what brings you to the next level. Remember to speak slowly and tell them who you are in a nutshell. If your message is too long, you may lose interest. If it is just a quick name and phone number, you'll be forgettable. Include your name and

your company's name, as well as your product specifics and your contact information. At the end of the voicemail tell them when they will be receiving a follow-up call. With all these details, the client has the ability to reach out to you if they do not want to wait for you to reach out to them, or they could make themselves available for your next call. Putting your name into the customer's mind gets you on their radar, which is exactly where you need to be to stay on top of your game.

Staying in touch with your client base is a good idea for any business. When you reach out to current or potential customers, there are a few key points you should always take into account. Tell whoever answers the phone what you are all about. They may end up being more helpful than you initially guessed. Make sure you pay attention to their availability. Following up at a precise date and time will put your listening skills on display and show just how dedicated you are. Lastly, your voicemails are often more important than you realize. Your name, purpose, and contact information will give a customer a good idea of who you are right away. Every aspect of the follow-up call is important. Use it to your advantage and your whole process will vastly improve.

