

10 Ways to Use an Outbound Telemarketing Partner



With the influx of technology, the mediums in which businesses communicate with customers varies. There are many ways companies can leverage outbound telemarketing to help achieve organizational goals.

Here are 10 ways customers use telemarketing services at Quality Contact Solutions.



The most important factor to consider when evaluating a potential **telemarketing services provider** is the cultural fit between your organization and the potential provider. If there is a fit between how you conduct business and how the provider conducts business on a daily basis, the details of telemarketing service delivery can be easily worked out.

Acting as an extension of your team, an outbound telemarketing services provider is able to dedicate the time and resources necessary to deliver results.

01 Prospecting



02 Appointment Setting



03 Lead Generation



04 Upselling Customers



05 Data Clean Up



06 Renewals / Reactivation



07 Trade Show Promotion



08 Reactivate Accounts



09 Concept Testing



10 Lead Qualification





01

Prospecting

There are a couple types of prospecting. Cold calling: calling a prospect you haven't previously made a connection with. The second type is warm calling. This means that some contact has already been made with a prospect prior to calling them.

02

Appointment Setting

Companies turn to outbound telemarketing partners as appointment setting is considered one of the most difficult parts of the sales process. Appointment setting tends to be a large barrier in growing a company by increasing its sales.

03

Lead Generation

Many of our customers have an abundance of leads that their in-house sales team cannot support. **Using an outbound telemarketing company for lead generation** efforts allows those leads to not just live in your CRM collecting dust.

04

Upselling Current Customers

Using outbound telemarketing to **upsell additional products and services** to an existing customer base can be complex and needs to be handled with tact and care. Clients often say they just don't have the bandwidth internally or are not effective to do this themselves.

05

Data Clean Up

There isn't a salesperson that gets excited about the thought of updating demographic information or any other task that takes away from their primary role, selling. However, **clean data enables marketing efforts** to have higher success, productivity, and closing rates.

06

Membership Renewals / Reactivation

Most associations don't have the internal manpower to make renewal/reactivation calls themselves and turn to outbound telemarketing experts. At Quality Contact Solutions, **membership retention, renewals and reactivation are a forte of ours.**

07

Promote Trade Show Attendance and Follow Up

Trade shows and conferences provide a great opportunity to connect with and create new prospects. By making the most of those connections and having an engaging conversation while face to face, when you return to the office after the trade show, your prospect is likely to remember you and the business, giving you an edge over any competition.

08

Reactivate Lapsed Accounts

Sometimes your customers have stopped purchasing certain products or services; either altogether, or perhaps with less frequency. An outbound telemarketing team can step in and get your customers' business back, and **help reactivate lapsed accounts**.

09

Concept Testing

An outbound telemarketing team can help test new products and offers on a smaller scale, ensuring that resources are not wasted in the process of trying to figure out which products and services will sell to your customers, and the best execution plan.

10

Lead Qualification

Generating qualified sales leads is challenging. Outbound telemarketing is often used for cold calling a purchased prospect list or using an internal list of acquired company leads from various sources. In order to maximize a professional sales team's effectiveness, many companies **leverage an outbound telemarketing partner to conduct the calls to qualify sales leads**.

[READ THE FULL ARTICLE](#)

The team at Quality Contact Solutions are experts in outbound telemarketing and the variety of methods needed to successfully reach organizational goals and objectives. We have the unique ability to leverage more than **75 years of combined experience** from our staff. Partnering with QCS provides access to the latest technology, our highly trained management, and the best industry knowledge that any partner can offer. We are the right outbound telemarketing partner for you.



Quality Contact Solutions provides inbound call center services and outbound telemarketing solutions. We serve an array of verticals and offer solutions that apply to each customer, market, and industry.

Generating qualified sales leads is challenging. We're ready to help. Give us a call at 1 (866) 963-2889 or send us a message [HERE](#).