
Topic: Telemarketing

10 Tips for Highly Successful B2B Telemarketing

by David Eaton - Marketing Director, Business Advantage

Introduction

In many B2B companies, sales reps 'should' make hundreds of cold calls every month to set appointments and/or generate leads. But busy reps usually prefer to work on closing their existing pipeline. Prospecting often slips on the priority list; as a result, the sales pipeline isn't always filled with new prospects.

Instead of forcing a sales team to devote time to prospecting, many companies use an in-house or outsourced telemarketing group to make a high volume of calls, find decision makers and qualify leads for the field sales group.

When telemarketers handle prospecting, salespeople can spend 100% of their time selling and closing. Your company can produce more revenue in the same amount of time; your reps earn more commission, they're doing what they love, and they're more satisfied with their jobs.

Since 1992, Business Advantage has been helping many leading CAD/CAM/CAE/EDM/PLM/GIS developers and their channel partners to qualify and generate leads for ongoing pipelines. We have delivered literally hundreds of B2B telemarketing campaigns. We have spoken to thousands of senior decision makers across all business sectors. We thought you might benefit from the experience we have gained and we share our [10 Tips](#) with you in the hope that they will help avoid pitfalls and lead to better practice.

In future editions of *iCT* we'll be running a regular "**Ask the Expert**" feature – your chance to put your issues and frustrations on a variety of marketing, market research and business development areas to the Business Advantage panel of experts. [Click here](#) to email David Eaton with your **B2B Telemarketing questions** – these will be answered in our April edition!

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