



# HOW TO CHOOSE A TELEMARKETING AGENCY

## A MAVEN TM GUIDE



# INTRODUCTION

Even with so many other ways to keep in touch with customers and prospects, telemarketing is still an important part of the marketing mix.

However, Telemarketing can be time consuming and easily forgotten about in the rush to close existing business. There are many issues with setting up an internal telemarketing teams such as availability of resources, creating consistent level of activity to maximise the investment, ensuring there are the appropriate levels of technology, management skills and process internally to make it a success.

If you are selling overseas, there is also the question of whether you have all the language skills readily available within your internal team.

It can be possible to be successful with an in-house team, but it will be successful with no guarantee of success.

Therefore, outsourcing telemarketing and lead generation has become a popular option, but, with so many agencies out there, you have to make sure you pick one that is the right fit for you.

You must first work out what your specific objectives are for this engagement. This allows you to really focus on what matters to you and what a successful agency should be able to deliver.

It is also important to include the success criteria in this list.

## CAMPAIGN OBJECTIVES AND MEASURES OF SUCCESS

- ▶ **Budget:** What budget is available? What other activities could be leveraged to maximise results from budgets?
- ▶ **Timeframe:** How quickly do you want to see results? Does the campaign have hard-start and hard-stop dates? Are you building a long-term or short-term partnership with an outsourcing agency?
- ▶ **Measuring costs:** How will you measure the cost effectiveness of this campaign? Is it the cost per campaign; the cost per lead; the cost per opportunity; the ROI?
- ▶ **Goals:** How will you measure the success? Is it the number of sales; amount of sales revenue; ROI? Be as specific as you possibly can.
- ▶ **Resources:** What internal resources can you commit to supporting the campaign?
- ▶ **Complexity:** How difficult will this campaign be to grasp for an outside agency? How complex is your product/solution/sales cycle?

## SHORTLISTING AN AGENCY

The following checklist has been designed to help you identifying and assessing the main factors when creating a shortlist of potential telemarketing / lead generation agencies.

Agency:	Rating (0 – 5)	Comment
Track Record - a good fit?		
Cost Effectiveness		
Transparency		
Quality of Database		
Processes employed		
Motivation of agency		
Resources available		
Support all your markets?		
Experience in your industry?		
Quality of Reporting		
Location of main office		
Location of agents		
Dedicated project team?		
KPI commitments		
Communication		
Trustworthiness		
References		

## REVIEWING THE RESULTS

Once you have rated the agencies, you can compare the results using the simple table below.

Of course there may be other factors worth considering, but this approach helps break down the conflicting approaches and messages that rival companies will give you when looking for your business.

It will help you prioritise the agencies that merit further investigation.

Agency	Rating (Out of 85)	Comment
Agency 1		
Agency 2		
Agency 3		
Agency 4		
Agency 5		

Outsourcing any part of your operation can be cost effective and flexible, and deliver real benefits to the business. However, it should not be taken lightly and by creating a process around that decision, you can make the final decision with more confidence.

Maven TM are specialists at telemarketing and inside sales for B2B Technology companies around the world. We would welcome the chance to be on your shortlist.