

GET VALUE FOR MONEY FROM TELEMARKETING

Telephone lead generation remains the best way to capture new B2B sales leads. It is also one of the marketing avenues most heavily invested in by UK organisations. However, a poorly briefed and badly managed campaign can lead to frustration and limited ROI.

As experts in B2B telephone lead generation Kingpin Intelligence offers you our top tips to ensure your telemarketing campaigns deliver value for money.

1

WATCH YOUR COSTS. PAY PER LEAD, NOT FOR TIME

PER LEAD CAMPAIGNS GUARANTEE RETURN

By choosing a pay-per-lead model, you can be sure that your selected agency will be working to deliver the exact type of leads that you are willing to pay for.

Most pay-per-lead campaigns include a set-up fee upfront and you then pay for every lead thereafter. This ensures that you get visible ROI for your investment.

An initial set up fee should usually cover the basic overheads of a telemarketing campaign, including labour hours and campaign management.

2

CLARIFY EXPECTATIONS

WHAT ARE YOUR OBJECTIVES?

Ensure that there is a clear understanding between you and the agency on timelines, target audience and deliverables.

Time and resources are wasted when project briefs and expectations are not in line. Ensure that your agency has a clear understanding of your needs.

However, heed any advice your agency might give at the beginning of a campaign. Remember that if you've chosen the correct agency, they will be experts in conducting successful campaigns and can advise you on the best approach to guarantee success.



3

DEFINE WHAT A LEAD IS

THIS IS CRUCIAL TO A SUCCESSFUL, HASSLE-FREE CAMPAIGN

Leads can be defined by many criteria. The BANT criteria provides a solid lead definition range:

- **Budget** – amount available, if any, the prospect has to spend
- **Authorisation** – name and details of relevant decision maker
- **Need** – existing product/service used or need for new product/service
- **Timeframe** – length of time before prospective sale

If necessary, grade lead types and pay accordingly.

At this point, it is essential to have agreement from your sales team on lead definition. This will ensure that leads are not rejected by sales despite conforming to the criteria negotiated with the agency.

Ensuring that all parties agree to the lead definitions will mean that the agency only spends their time and effort on the correct prospects and you have exactly what you need to pursue a sale.

4

TRAIN THE OPERATORS

YOU NEED TO BE CONFIDENT THAT THE PERSON REPRESENTING YOUR ORGANISATION FULLY UNDERSTANDS YOUR PRODUCTS, SERVICES AND USPS

The ultimate peace of mind in commissioning a lead generation campaign with an external agency comes from having contact and training time with the operators.

Whether by call or in person, a campaign training session is essential in ensuring that the operator conveys your unique product or service to your target market in the most professional and technically sound manner.



5 INSIST ON WEEKLY CATCH-UPS WITH THE CAMPAIGN PROJECT MANAGER

REGULAR REPORTING AND CAMPAIGN FEEDBACK IS ESSENTIAL, PARTICULARLY IN THE EARLY STAGES

A dedicated project manager for the duration of your campaign will mean that you have a direct line of contact with its progress at all times. Ideally a weekly reporting call should be established to keep you updated.

Weekly catch-ups with your project manager at the beginning of the campaign ensure that any unforeseen snags can be ironed out early on.

Remember, it is your project – the agency is facilitating it. You should work as a team in order to achieve the best results.

6 LEAD HANDOVER CALLS

DIRECT INTRODUCTION TO THE ACCOUNT

Having the operator who sourced the opportunity give you an overview of the conversation and organisation will give your sales team key background information to inform their follow-up sales pitch.

As leads are generated, your assigned operator can pass ownership of the lead to your sales team. This is particularly useful in multi-lingual campaigns.

7 LEAD NURTURING

SALES PIPELINE MANAGEMENT

If a lead is perfect, but the timescales are not ideal, don't let it slide. Opt for a lead nurturing scheme where the agency will keep relevant leads warm until they are mature enough to hand over.

Lead nurturing decreases campaign wastage and ensures that no future opportunities are lost.

ABOUT KINGPIN INTELLIGENCE

Kingpin Intelligence is a technology focused marketing agency based in London with coverage across EMEA.

Our core services include telephone lead generation, market research, market intelligence and segmentation, email and events.

Over ten years experience in the market place and a solid portfolio of clients ranging from IT start-ups to global corporations means our knowledge and expertise in technology marketing are unparalleled.

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