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**CONSTRUCTION
GROWTH GENERATOR**

**Busting telemarketing myths
and top tips for choosing a
telemarketing partner**

Telemarketing doesn't always have the best reputation.

Usually it's a case of, why outsource something that you can easily do yourself? This isn't always the best idea for companies.

We're going to run through our top telemarketing tips and bust the usual telemarketing myths to assist you with making the right decision about your business's future.

It's proven that outsourcing your telemarketing can significantly increase your generation of leads and sales opportunities. So why doesn't everybody do it?

This is the reason we have decided to put together some hints and tips on getting the most out of your outsourced telemarketing team or to help you decide whether it's the right route for your company to go down.

There are mistakes to be made when it comes to lead generation and telemarketing. Using the wrong company, inexperience and not understanding your companies needs are all a few ways in which telemarketing can fail for some businesses.

This understandably leaves a sour taste for a lot of businesses looking for a way to generate new work and can cost time, resource and more importantly money.

Award winning ideas to get you to the top.

The simple solution is to do your research first.

At Construction Growth Generator we are construction specific. This means that we have a team of highly skilled employees that know the industry inside and out.

There are telemarketing companies out there that will take on campaigns that they aren't accustomed to. In reality, we've had examples of telemarketing not working for businesses because of this decision.

We've been asked several times "**why do we only work within the construction industry?**"

Quite simply, this is because construction is the industry that the team at Construction Growth Generator has the most experience with.

There are several telemarketing and lead generation companies in the UK that can offer you the services you need. How do you **identify the right one** for you and your business? Choosing the wrong one may even prove counter-productive for the reasons explained above.





Busting the telemarketing myths.

Once you've reached the decision to outsource your telemarketing needs. Don't be fooled by the telemarketing myths you may hear from others.

It's a numbers game. It's not. Yes, there is slight logic behind "the more calls, the more chances of an appointment" but this also means that time will be taken up making pointless phone calls for the sake of a statistic. Research is key. An account manager who takes the time to prepare before a call and already has knowledge of the industry they are working in, is highly likely to have a better success rate than someone who dials out 200 times.

Scripts are essential. This is a common myth that slowly seems to be disappearing, thankfully. Scripts are fine for some call centres and businesses, we find more success in bringing the personal approach. Not everyone is the same, has the same personality or wants the same result at the end of a phone call. This means a script would be a waste of time as it's too generic. Injecting personality into a call makes it personal, well researched and suited to each campaign perfectly.

Anyone can do it. This isn't necessarily true. Yes, people can be trained up to make phone calls, use sales techniques or arrange appointments. These all take up time, resources and money, not to mention having to find someone to train them in the first place. Having an industry specific expert at hand isn't always easily done, that is why we have proven results as an industry specific telemarketing company.

Telemarketing is outdated. Not true! More and more businesses are turning to outsourced telemarketing. With the skills, experience and knowledge an industry specific telemarketing business can reap massive rewards for a company looking to improve sales, build quality data and make better use of their own staff's time. Not to mention the return on investment, not having to manage more staff and accounting for money lost when people leave and need replacing.



Construction Growth Generator's Top Tips

Following on from our myth busting here are our top tips for choosing your preferred telemarketing partner:

Quality

Ensure the business you decide to work with is quality focused. Outdated key performance indicators and high staff turnover are usually a warning sign. What good is a telemarketing team that is held back by strict call targets, generic scripts and micro management.

At Construction Growth Generator our team are trained to focus on high quality appointments and enquiry generation. This allows them to manage their time efficiently and target key decision makers that will be open to your companies' opportunities.

Experience

As mentioned before, there are probably hundreds of telemarketing companies out there promising to win you more work, make you cracking appointments and generate leads for the business. What good are leads if they aren't qualified, the right contact or the right type of business for your services or products?

We're construction specific for a reason. We want to make sure we know the industry we work within. Our team have an extensive background within the built environment/construction sector, and we can utilise our own cleansed data to target key contacts within the industry.

Testimonials

If a telemarketing business you are in talks with are promising incredible results. That's great. We would suggest asking for case studies or testimonials of similar campaigns or businesses within the sector you work. This will ensure that they have the proof to back up the claims of pulling off a successful campaign for you.

Due to the fact we only work within the construction sector, we have numerous case studies, testimonials and proven results we can openly share with you. This is because we are proud of the campaigns we have worked on for clients and have a transparent outlook that ensures we are honest with potential clients from the start.



When you are ready to look for your industry specific telemarketing partner. Feel free to pop Construction Growth Generator a message and we'll happily answer any questions you may have. We provide a complete marketing and lead generation solution for businesses in the construction industry so ask us anything.



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