

7 GOOD REASONS YOU SHOULD BE OUTSOURCING YOUR TELEMARKETING

Better Results for your Investment

In recent years, outsourcing has proven to be an effective strategy for businesses. If you're involved in any type of telemarketing, then you should consider reaping the benefits of outsourcing for yourself. Let's look at some of the best reasons you should consider such a move:

#7 EXPAND YOUR BUSINESS HOURS

Unless you want to pay your staff overtime or hire multiple shifts to do the telemarketing, your business hours are probably fairly limited to 9 to 5. That means you're missing out on about 16 hours worth of potential telemarketing every single weekday – not to mention the 48 hours of the weekend. By outsourcing, you can actually expand your business hours to 24 hours a day, 7 days a week.

#6 GROW FASTER

Whether you're just now incorporating telemarketing into your business or you've been using these techniques for awhile, you'll see faster results and quicker growth by turning over this aspect of your business to a specialized firm focused only on telemarketing.

#5 GET DETAILED INFORMATION ABOUT EACH CALL

If your existing staff is making your calls, chances are good they have too much on their plate to give you a detailed account of all the calls they make and/or take in a day. But did you know that those records could provide you with valuable information about your efforts that could help you improve and become even more successful? That's why telemarketing firms provide you with detailed information about all of the calls they handle on your behalf.



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#4 STAFFING CONTINUITY

Most businesses staff their offices to deal with an average amount of customers. That means if your business has slacked off, as it does from time to time, then you have too much staff for your needs. On the other hand, when business is booming, your staff is probably overwhelmed. By outsourcing, you'll always have the perfect number of staff handling your calls.

#3 INCREASE PRODUCTIVITY

Speaking of your staff, by outsourcing your telemarketing, you'll be able to focus your in-house staff's efforts on other things that need to get done instead of having them worry about making and taking phone calls. Imagine how much more your office could get done in a day if you simply turned over those calls to an outsourcing firm.

#2 AN EXPERIENCED TEAM

Most of your workers probably have limited telemarketing experience. Sure, anybody can make a phone call but an inexperienced team is less efficient and less effective. By outsourcing your telemarketing needs, you'll be putting this important part of your marketing and/or customer service in the hands of trained professionals who specialize in this specific type of work.



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#1 REDUCE YOUR COSTS

By outsourcing your telemarketing, you'll be saving money in several ways. First, the equipment necessary to truly to telemarketing is costly. When you outsource, however, you don't have to worry about those costs or about having to upgrade your equipment regularly. All of that is taken care of the firm you outsource with. Second, you'll save money on your staff. You may be able to reduce your staff or redirect their work to areas where they will be more productive. Third, outsourced telemarketing is more effective than what most businesses can do in-house. That means you'll be getting better results for your investment.

The bottom line: Outsourcing your telemarketing needs boosts productivity, enhances, growth, and reduces costs – it just makes good business sense.

