



**OCTOPUS**  
M A R K E T I N G

**Driving growth through telesales**  
**...why you should pick up the phone**

# Creating opportunities ...to improve your sales pipeline

In these days of email marketing, social media buzz and viral campaigns, it's easy to overlook the humble telephone as a lead generation tool. But telesales is a great way to build a robust sales pipeline and unearth exciting opportunities to grow your business.

The main benefit is that it allows you to immediately engage with your target audience and gauge your prospect's level of interest in your product or service. Additionally, it allows you identify an immediate need, a need in the future, or no need at all – in which case, you can move on.

For our clients, it's hard for them to pick up the phone and sell their own business; that's why they ask us to do it for them. But if you're keen to give it a go, you'll find our top tips in this booklet.

# Tip #1

## Create a call list

Make sure your database is up-to-date with relevant contact information, because it'll allow more time for making calls. If you don't have a database, you could purchase a data list based on criteria such as job title, industry sector, company size and location; it's relatively cheap to do so.

# Tip #2

## Define your proposition

Before you pick up the phone, think about what you're going to say – a call script works well. If you have some words to guide you on each call, you're less likely to stumble and will more confidently deliver what you want to say (discuss the solution, not your product or service).

# Tip #3

## List potential objections

You're highly likely to face objections that you'll need to overcome. Write each one down with a corresponding response so that you can answer professionally and the conversation can continue. Address any concerns proactively and ask further qualifying questions if necessary.

# Tip #4

## Ask for the outcome

Decide from the outset what the ideal outcome from the conversation is – a meeting, for example. Once you're confident the prospect understands the solution you're providing, ask for the close. Make the buyer feel comfortable, but don't be afraid to communicate any urgency you might be feeling to move the deal forward.

# Tip #5

## Arrange next steps

If your prospect wants to meet now, great – get it in your diary! If it's a future opportunity, agree a call back date and time. And if they're simply not interested, thank them for their time and wish them well. Always end the call on a mutually beneficial and positive outcome for both parties.

# Tip #6

## Respect the decision

You can't win them all – some calls won't go as planned. It's important to firstly respect the prospect's decision if it's not agreeable with yours and secondly to remain positive so that you can make your next call with the same upbeat enthusiasm as your first.



# Tip #7

## Dedicate time to regular telesales

Business development takes time. There are calls to be made, call backs to follow-up, new contacts to reach out to and so on. We recommend setting aside a regular amount of time each week (avoiding Mondays and Fridays) to pick up the phone and nurture your prospect list.

# How can we help?

Discover how **OCTOPUS** will create exciting new opportunities for your business.



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