

10 ways to improve B2B telemarketing

10 facts to improve B2B telemarketing

10 factors that will impact the success of your B2B telemarketing campaign. (Divided into 3 sections.)

- Why B2B telemarketing should be your preference
- Improving preparation before the campaign
- The positive effects of B2B telemarketing

Before continuing these five points are worth noting:

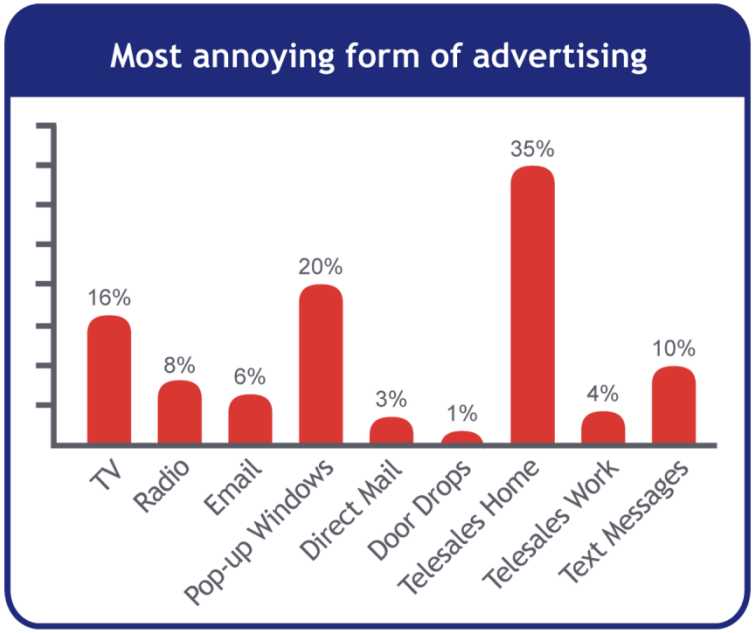
a) Objectives need to be clear before embarking on a B2B telemarketing Campaign
b) Make it part of a multi-channel campaign and fits your strategy
c) Implement the right KPIs – calls per day or opportunities per day, etc?
d) Develop rich data for you sales agents.
e) B2B telemarketing is the same as all direct marketing; test, test and test again

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B2B telemarketing should be your **preference**

1

We asked 200 managers what was the most annoying form of advertising. Telesales calls at home came top of the list with **35%** of the vote. Yet telesales calls at work were one of the least annoying with just **4%**.



Source: SCi Sales Group, 2012 n = 200

B2B telemarketing is not considered to be as annoying as B2C. Managers expect to receive sales calls, it's part of their job and a way to find new/better suppliers.

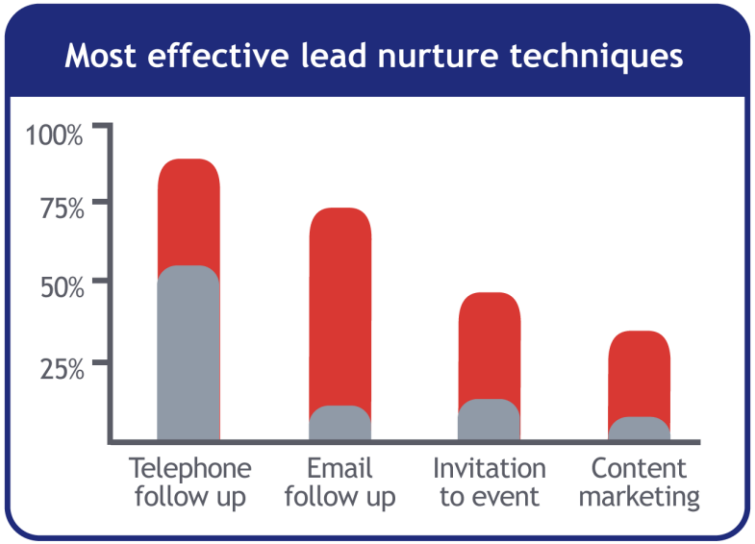
Note how email and mobile marketing (text messages) are considered to be more annoying than telesales calls at work.

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B2B telemarketing should be your **preference**

2

Telemarketing claims top spot in the chart below. Almost **60%** of Marketing Managers state it is ‘very effective’ for lead nurture; and when those that claim it is ‘effective’ are added, the figure rises to over **90%**.



Source: B2B Marketing magazine, May 2011 n = 228

Over 200 Marketing Managers were surveyed by B2B Marketing magazine.

They were asked to rank marketing channels according to their effectiveness in lead nurturing. Telemarketing came top.

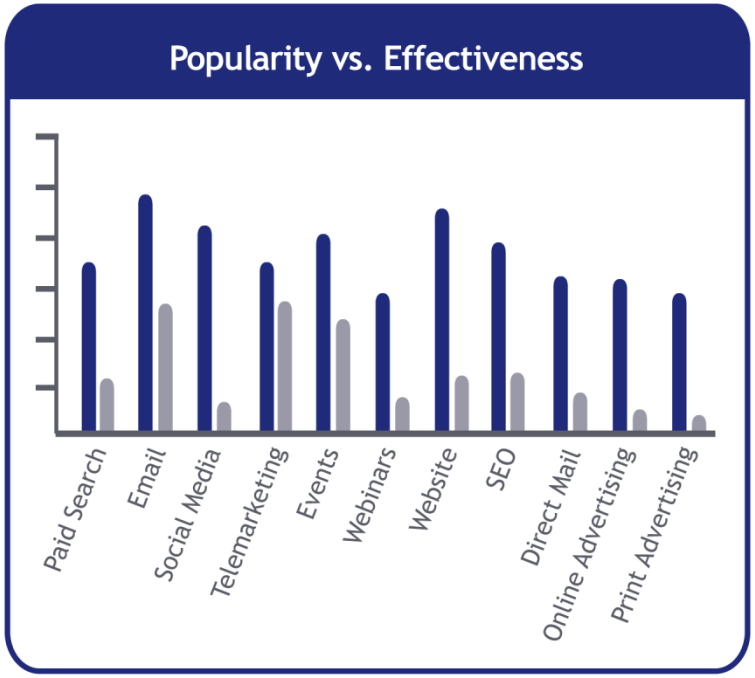
- Very effective
- Effective

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B2B telemarketing should be your **preference**

3

However, the effectiveness of telemarketing does not mirror its popularity. The chart below shows that telemarketing delivers far better quality leads than social media, yet social media is more popular than telemarketing.



Source: B2B Marketing magazine, May 2011 n = 228

B2B Marketing magazine conducted a survey among 228 marketing managers.

They were asked to rank marketing channels according to their popularity and ability to deliver quality leads.

Email, events and telemarketing produce the best quality leads. But websites and social media are more popular than telemarketing, which shows a degree of bias in favour of digital channels.

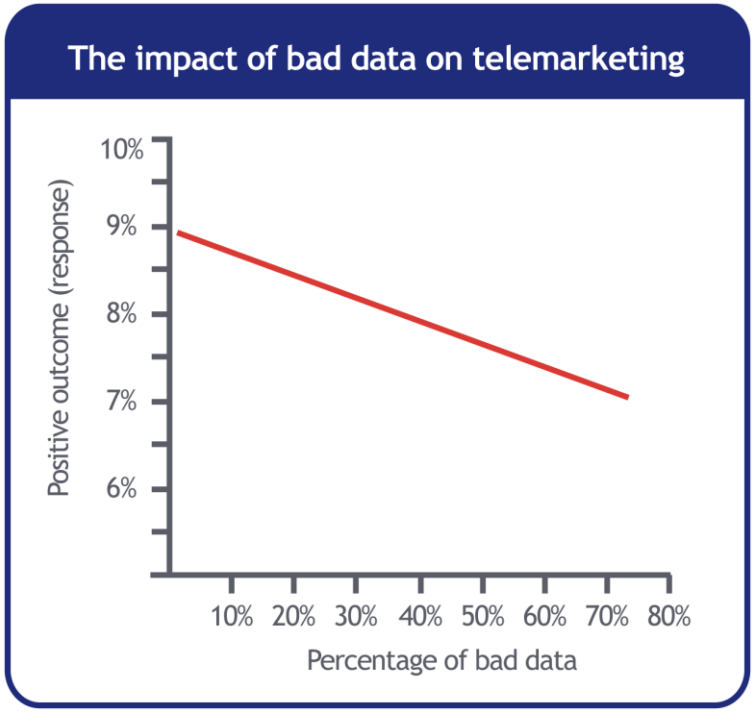
- Popularity of channel
- Quality of leads

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“Improving **preparation** before the campaign”

4

Preparing any direct marketing campaign starts with data. Bad data will have a negative impact, reducing the positive outcome (response, opportunities, leads, etc) by as much as **30%**.



Source: SCi Sales Group 2011 n = 53,400

Analysing 53,000 telemarketing calls to see the impact of bad data.

Our definition of bad data was an excluded call, i.e. the sales agent made contact and was able to establish the company did not meet the target criteria (wrong industry, wrong size, etc).

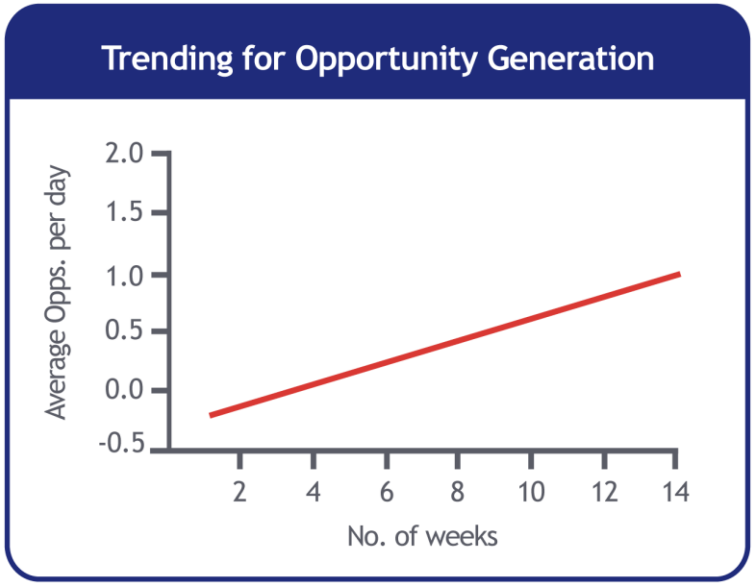
As the volume of bad data increases to over 70%, so the positive outcome reduces by **30%**.

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“Improving **preparation** before the campaign”

5

Short telemarketing campaigns don’t work. You need to allow time for unavailable numbers, call-backs and redirections. Plus sales agents need time to be expert in the proposition and fine tune their objection handling.



Source: SCi Sales Group, 2011 n = 103

Analysis of a series of campaigns over 6 months shows the average B2B telemarketing campaign reaches optimum ‘opportunities per day’ after **14 weeks**.

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“Improving **preparation** before the campaign”

6

On average it will take **80 calls** to get an opportunity. This varies greatly depending on the proposition, order value, market sector and target audience. To illustrate the variation we've listed recent campaigns below.

Calls/Minutes to achieve Opportunity

	Calls per Opp	Mins per Opp
Finance Outsourcing	162	184
Hi-tech Graphic Display	178	249
HR Pensions Consulting	160	190
Managed IT Services	254	400
Industrial Utility Supply	37	23
Online Payment System	15	22

Source: SCi Sales Group, 2011 n = 29,227 calls

Over 29,000 calls were analysed and revealed you need to make 80 calls to dozens of companies before you get an opportunity.

(This does not mean you are calling the same company 80 times.)

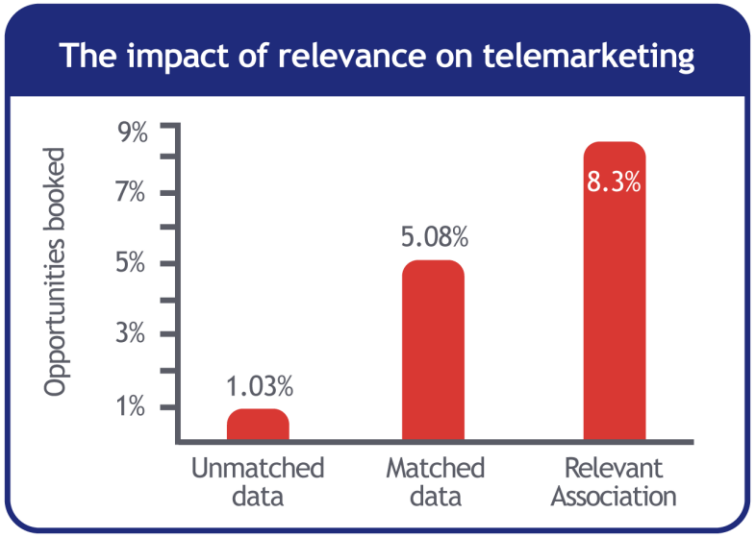
Be prepared for a long sales process. “No” does not mean they will never buy, it means they are not ready to buy now.

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The **positive** effects of B2B telemarketing

7

Relevance can increase response to all forms of direct marketing, but particularly telemarketing. The more relevant the conversation, the more engaged the decision maker. In some cases it can increase response **800%**.



Source: SCi Sales Group, 2011 n = 3,253

We analysed a campaign where the same proposition was delivered to each of 3 data sources.

'Unmatched Data' is where the data only partially matched the target profile. 'Matched Data' is where the data matched the profile, and 'Relevant Association' is data that matched the profile and was from a relevant trade association.

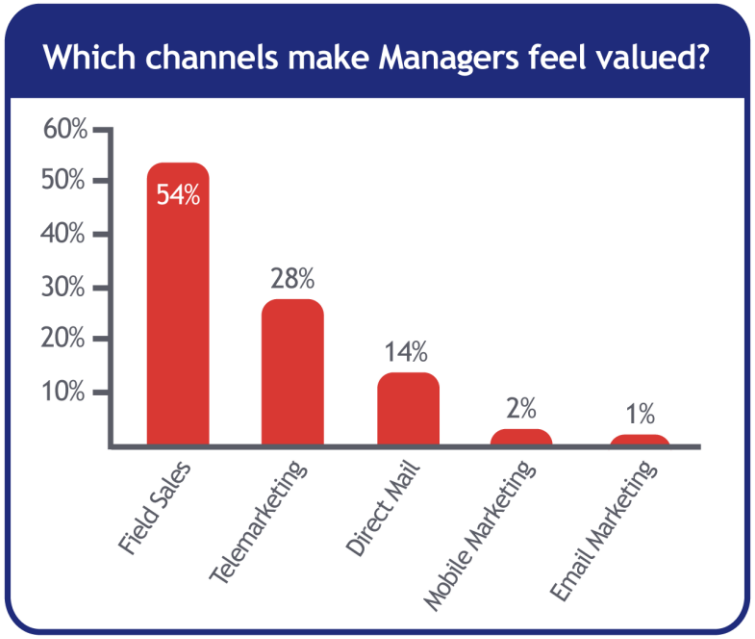
The results show the importance of relevant data and therefore relevant conversations.

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The **positive** effects of B2B telemarketing

8

Digital marketing is relatively inexpensive, but does it make customers feel valued? The answer appears to be 'No'. Tools that have Human Interaction, like telemarketing and field sales, build lasting relationships.



Source: SCi Sales Group, 2011 n = 609

We asked managers the following question…

"It's your birthday. Friends congratulate you in different ways. Which friend makes you feel more valued?"

Sally sends you a text message,
Raj sends you an email,
Peter sends you a birthday card,
Heather gives you a telephone call,
Simon visits you at home.

This translates to Mobile Marketing (Sally), Email Marketing (Raj), Direct Mail (Peter), Telemarketing (Heather) and Field Sales (Simon).

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“The **positive** effects of B2B telemarketing”

9

We should not underestimate the value of Human Interaction (HI) in B2B sales. Almost **70%** of B2B purchases have some form of HI, either a telephone conversation or visit from a sales executive.

68% The percentage of B2B sales that involved some form of HI

£68,032 The average order value with HI

£1,018 The average order value without HI

Source: SCi Sales Group, 2011 n = 108

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The **positive** effects of B2B telemarketing

10

Research by Sirius Decisions showed that **80%** of leads are not followed-up by in-house sales teams. Outsourcing the generation and nurture of sales leads to telemarketing specialists means fewer leads fall into the sales gap.



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Conclusion

1. **Why B2B telemarketing should be your preference?**
It's clear that buyers regard B2B and B2C telemarketing differently, telesales calls at work are one of the least annoying forms of advertising. It's equally clear there is a degree of bias in favour of digital channels, such as social media and websites.

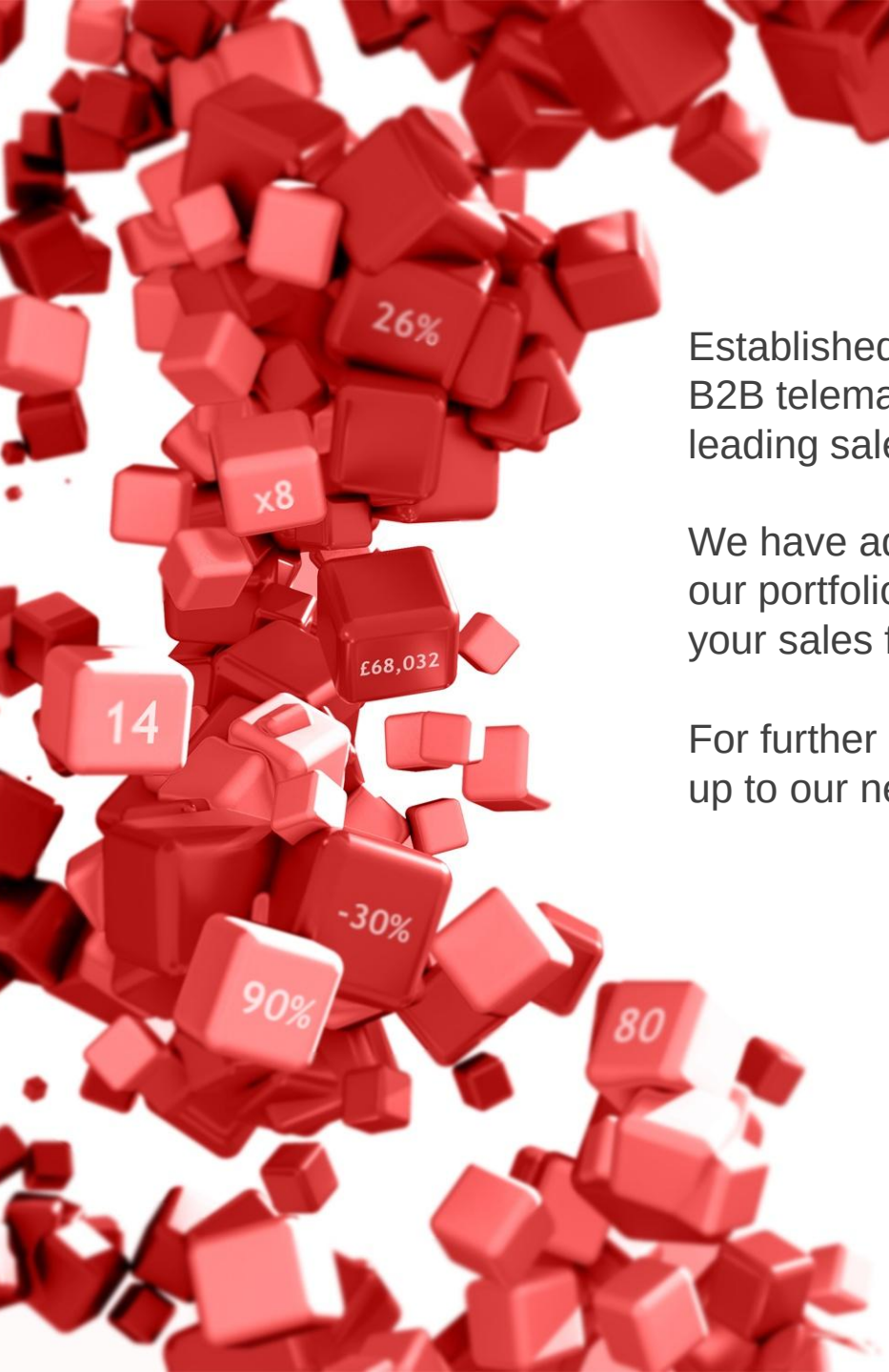
2. **Improving preparation before the campaign**
Preparing a telemarketing campaign starts with data. Spend time collating rich, relevant data as 'bad data' reduces response by **30%**.

   Be prepared for a long campaign. It takes **80 calls** on average to get an opportunity, and most B2B telemarketing campaigns reach optimum output after **14 weeks**.

3. **The positive effects of B2B telemarketing**
Relevant data produces relevant conversations, and that can increase response by **800%**. In addition, telemarketing has the benefit of making customers feel valued.

   As only **20%** of leads are followed-up by in-house sales teams, outsourcing lead generation and nurturing to an agency will ensure fewer fall into the sales gap.

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Established in 2002, SCi Sales Group began life as a B2B telemarketing agency and has grown to become a leading sales acceleration specialist within EMEA.

We have added other offline/online marketing tools to our portfolio, and can act as an outsourced extension of your sales force or a supplier of insourced sales talent.

For further information, please visit our website or sign-up to our newsletter – www.scisalesgroup.com/contact

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