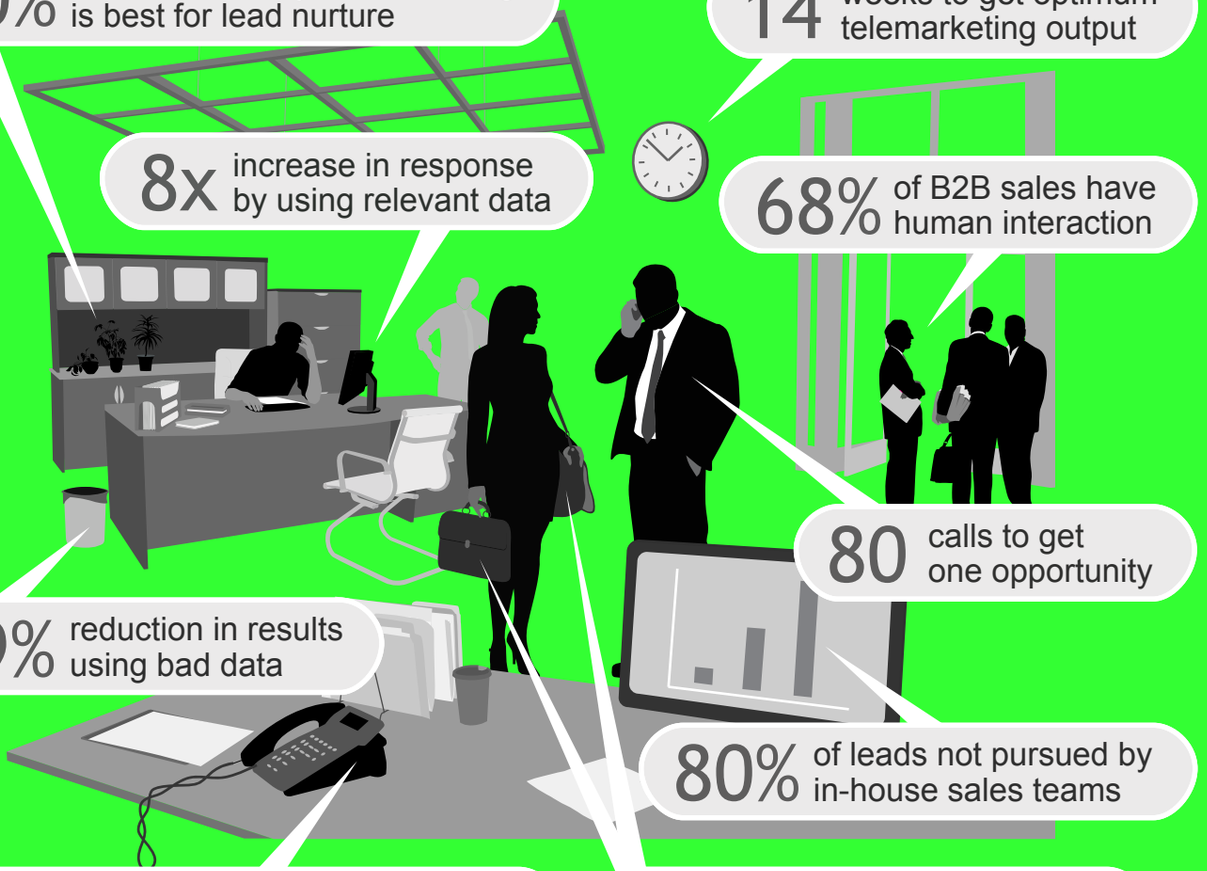
Must-know facts for better B2B telemarketing

90% of Marketers say telemarketing is best for lead nurture

14 weeks to get optimum telemarketing output

8x increase in response by using relevant data

68% of B2B sales have human interaction



80 calls to get one opportunity

29% reduction in results using bad data

80% of leads not pursued by in-house sales teams

Two tools make buyers feel valued; field sales and telemarketing

35% dislike B2C sales calls, but only 4% dislike B2B

These key facts are taken from a PowerPoint presentation using unique research from SCi Sales Group. The PowerPoint is called '10 key facts to improve your B2B telemarketing' and is available for free download at www.slideshare.net/SCiSalesGroup.

Our website also contains other PowerPoints ready for you to deliver to colleagues, as well as White Papers, Knowledge Books and Blog articles. Please visit our knowledge page at www.scisalesgroup.com

SCi Knowledge Page
bit.ly/SCiKnowledge

SlideShare
bit.ly/SCiSlide1

SCi started life as a B2B telemarketing agency in 2002, but we've grown to become a leading sales acceleration company. Voice marketing and human interaction are still our core service, but they are supported by other online and offline marketing tools.

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Research sources include SCi Sales Group, B2B Marketing magazine and Sirius Decisions.