

Telemarketing template

See Chapter Four, pages 48 - 49 of *Smart arts/Toi huatau*.

This telemarketing template assumes that you've sent out a piece of direct mail to someone on your database. We suggest you print it out and fill in the details while you make the phone call. Try to avoid calling people during dinner (between 6-8pm) and after 9pm.

Hi my name is _____ and I'm calling on behalf of [company name]. Is Mr/Mrs/Ms _____ there?

Yes No _____
↓

When will they be there? When is a more convenient time to call?

If they are no longer living at this address, ask for their new contact details:

Do you have a few minutes for me to ask you about [company name/name of show _____]?

Yes No _____
↓

When would be a more convenient time to call?

We posted you a flyer about our upcoming show [name of show _____] on [date _____]. Did you receive it?

Yes No _____
↓

I'm sorry. Can I post or email one to you?

Do you plan to attend?

Yes No _____
↓

If you don't mind me asking, why not?

Great. Would you like to make a booking now with your credit card?

Have booking forms ready.

If they don't give a reason, prompt them with questions such as:

Let them know the total price, including any credit card or transaction fees and what name they can expect to see on their statement if it isn't obvious.

Is it because you are not interested in this type of show? What types of shows do you prefer?

Repeat all booking and credit card details back to them to make sure you have got everything correct.

Is the show at a difficult time or location for you?

If they are not ready to book now, offer to make a time to call back. If they prefer to make their own booking, make sure they know all the ways they can book.

Do you think it's too costly?

Other reasons

How did you hear about the show?

Do you have any general comments about [company name]?

Thanks very much for your time. It really helps us improve our service to you.