

## Marketing Consultants: What Do They Do

Telemarketing is still as successful as it was before the FCC's do-not call registry, according to different Texas marketing agencies. In fact, those same Texas marketing consulting firms will be pleased to tell you that telemarketing can generate double digit conversion rates as opposed to the single digit rates provided by direct response and other forms of marketing you may use.

You must know how to use telemarketing correctly in order to see those kinds of incredible success rates. Texas marketing agencies teach businesses that when used in the right way, telemarketing will boost customer loyalty, generate leads, and therefore increase sales.

Texas marketing agencies, Austin consulting firms, and businesses involved in telemarketing pay to consult the FCC's do-not call registry. They have to consult the registry and wipe their databases clean of do-not call numbers every three months to make sure they do not phone any consumer listed.

However, using qualified leads gives you a way to avoid consulting the FCC's do-not call registry of non interested Texas consumers. Qualified leads refer to consumers who show interest in the product you sell and consent to a phone call from your company or representative.

The FCC's do-not call registry scares most businesses away from telemarketing. For those that are not phased, it becomes the first obstacle that must be overcome before starting a telemarketing campaign.

You can generate qualified leads by trade shows, websites, and direct response mailings. Texas marketing agencies use methods such as free information, free giveaways, and they give free consulting services to generate leads.

Once you finish consulting the FCC on people who can't be called and compile a legal list of qualified consumers to contact, you will need to create a script that sells. Any marketing agency use scripts that measure the length of each call, delivers a consistent message each time, and gives the salesperson the tools to deal with any situation or question which they may be faced with during the call.

In order for your script to sell the double digit percentage conversion rates, it needs to be to the point, overcome all objections, listen to the prospect, and respond with confidence. Texas marketing consulting agencies emphasise the importance of well-trained telemarketers who have the right skill and motivation in order to sell. Companies that employ commission-based telemarketers achieve a higher conversion rate than those that pay hourly no matter how many sales the telemarketer makes.

If the telemarketer only receives pay if the sell, they are more inclined to care if the consumer on the other line purchases. This insures the telemarketer maintains a vested interest. Consulting with a Texas marketing agency or consultant to properly train and motivate you telemarketers provides sales success.

The best form of telemarketing arises from qualified leads gained through other marketing strategies. Consulting with a Texas marketing agency can help you start a complete marketing strategy using trade shows, direct response marketing, and advertisements that will lead you into a successful telemarketing program and therefore increased sales.

## About the Author

James Copper is a writer for <http://www.bigstrategies.co.uk> where you can find out about [marketing consultants](#)

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