



# PEACOCK SOLAR

Improving telemarketing and increasing sales

# An analysis of Telemarketing and Sales Data

- In this presentation we will first perform a general analysis on the telemarketing data and study what is our current approach for telemarketing.
- We will look at new things that we need to add to the telemarketing process and make it better for attracting more customers and increasing deals.
- We will study how we can use the right psychology for better cold calling.
- Then we will perform a general analysis on the sales data and study our current approach.
- We will gather important insights from the sales data and study how we can improve our current approach for increasing sales.
- At last we will conclude this presentation by pointing out the important strategies that we need to incorporate in order to carry out better telemarketing and increase sales.

The image is a title slide for a presentation. It features a dark blue background with a repeating pattern of light blue stylized leaves and circles. In the center, there is a black rectangular box with a thin white border. Inside this box, the text "TELEMARKETING DATA ANALYSIS" is written in a white, bold, sans-serif font, arranged in two lines. Above the text, there is a small, solid blue rectangular shape.

# TELEMARKETING DATA ANALYSIS

# Analysis of Telemarketing Data: Cities

- The data is mainly for cities: **KOTA, JAIPUR, INDORE**

- Number of cold calls made to each city:

**KOTA: 319**

**JAIPUR: 708**

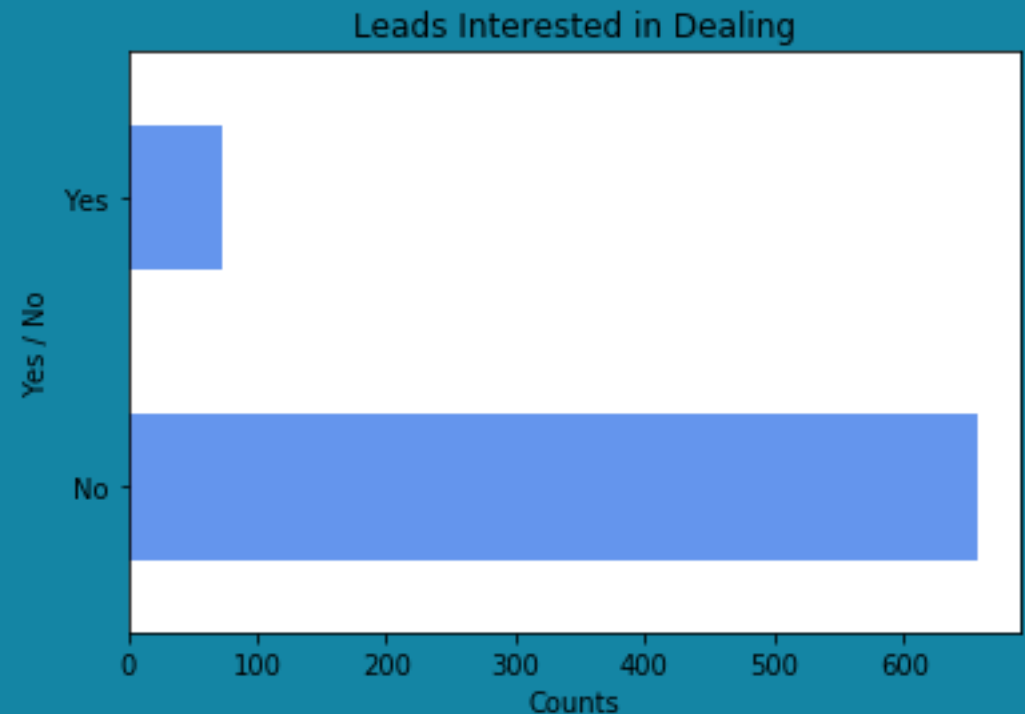
**INDORE: 541**

**OTHER: 2**

- Total number of leads that said they were **interested: 74**
- Total number of leads that said they were **not interested: 658**

# Analysis of Telemarketing Data: Interested Leads

- Total number of **Interested Leads: 74**
- Total number of **Non Interested Leads: 658**
- A general analysis of the Telemarketing Data shows that most people tend to show no interest in dealing on a cold call.



# Analysis of Telemarketing Data: Interested Leads in Each City

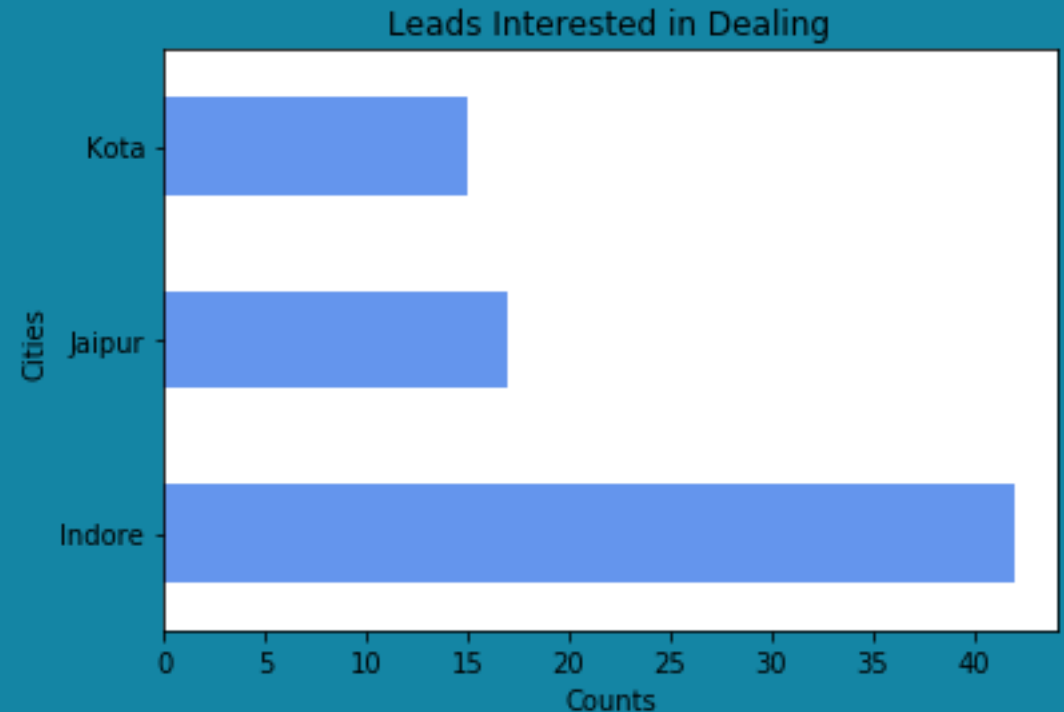
- The total number of leads who picked up the call and were interested in dealing were

**KOTA: 15**

**JAIPUR: 17**

**INDORE: 42**

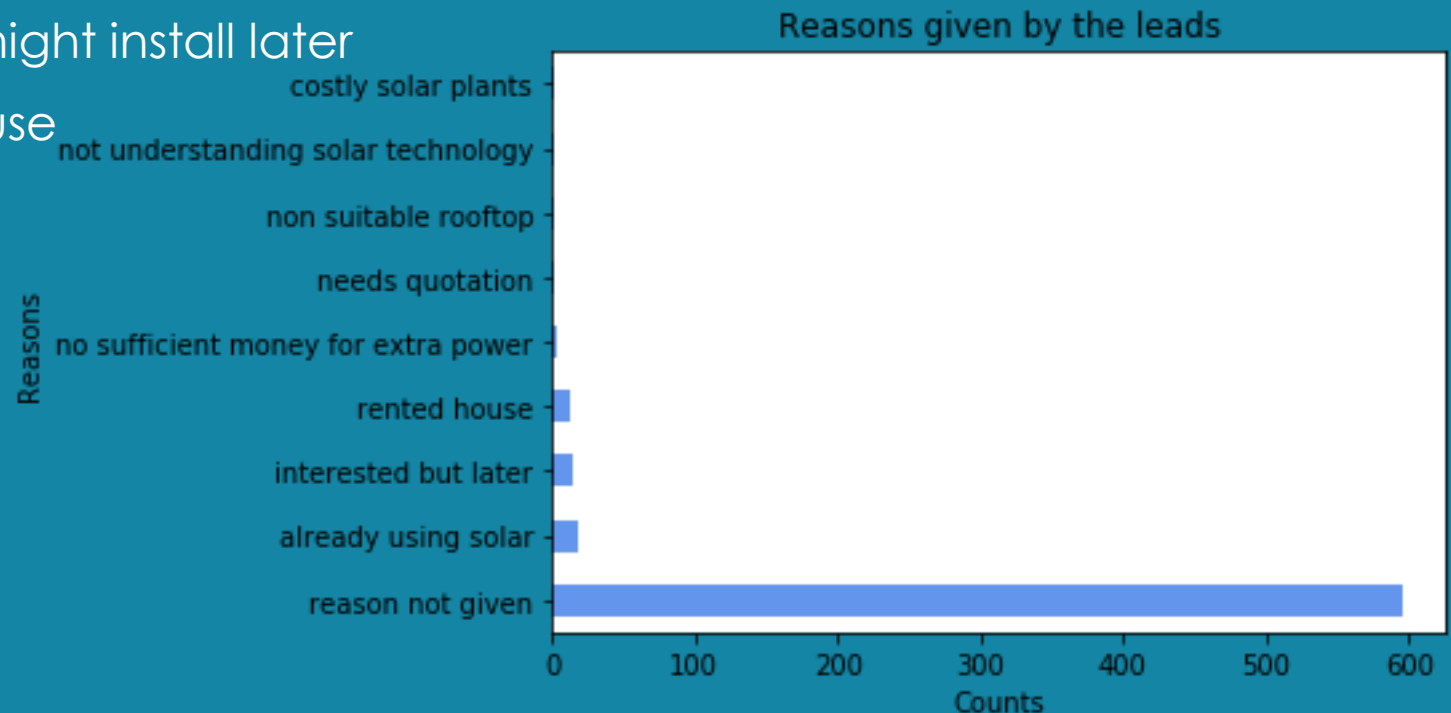
- We can see that these digits are very low as compared to the number of calls made to each city.



# Analysis of Telemarketing Data: Reasons given by the leads

- While most people have not given any appropriate reason, however other major reasons for not installing solar plants are:

1. People are already using solar plants at their homes
2. They are interested but might install later
3. Some live in a rented house



# Lets review our current approach for telemarketing

- The main approach we have noticed is that almost all of the cold callings were made to people living in private houses.
- All the cold callings seems to be random.
- The cold calling seems to lie around a general question about installing solar power plants.
- The cold callings are not targeted for specific domain of customers.
- Cold callings does not seem to convey a proper explanation about the solar power plants.
- The interactions does not seem to explain the whole picture and advantages of solar plants to the leads.



# An improvised approach for better telemarketing

- The main contacts should be start ups and other businesses, even hotels/restaurants, industries, hospitals, universities/colleges as they can prove to be a major market for solar related products.
- Contacting builders and contractors with a reward system (like giving special discounts on large projects, etc.) because reaching out to builders and contractors can be much easier as compared to deal with individual customers.
- Expanding our services and products (like solar installation, maintenance, upgradation and introducing new solar products like solar heaters, etc.)
- Using the current economical situation in our favour by convincing the leads that this is the best time to invest in solar energy.
- Offering special discounts and other incentives for new customers.

# Using the right psychology for cold calling

- Knowing the right psychology for cold calling can prove to be a winning factor and turning the calls into a deal.
- The main idea is to approach the customers and answering related queries like:
  1. How much is current electricity bill costing them and how it can be reduced with solar plant.
  2. Tell the customers about supporting government policies in their states and how they can avail these policies.
  3. Convince the customers that this is the right time for investing in solar energy considering the increase in electricity prices.
  4. Convince the customers that installing solar plant is a one time investment, and they can soon start earning from extra electricity generated by the plant.
  5. Tell the customers that why it is a smart choice to invest in solar technology considering the current economic situation of the country.



# SALES DATA ANALYSIS

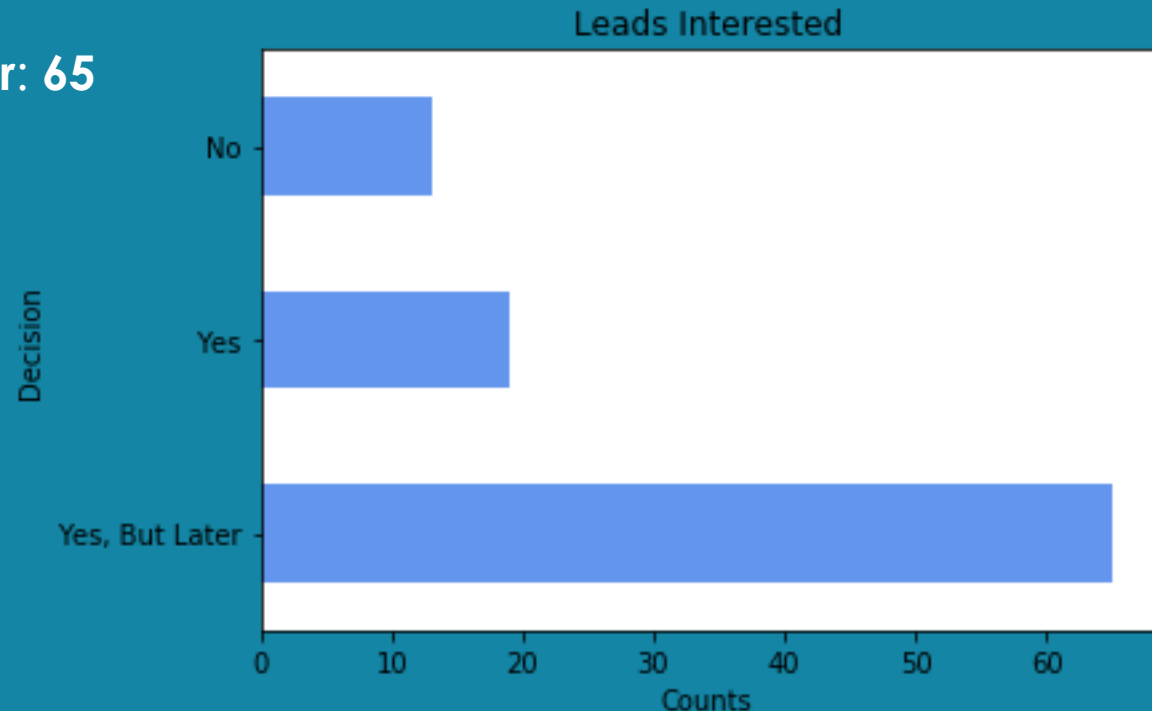
# Analysis of Sales Data: Interested Leads

- Total number of leads that said they were:

**Interested: 19**

**Not interested: 13**

**Interested but, will decide later: 65**



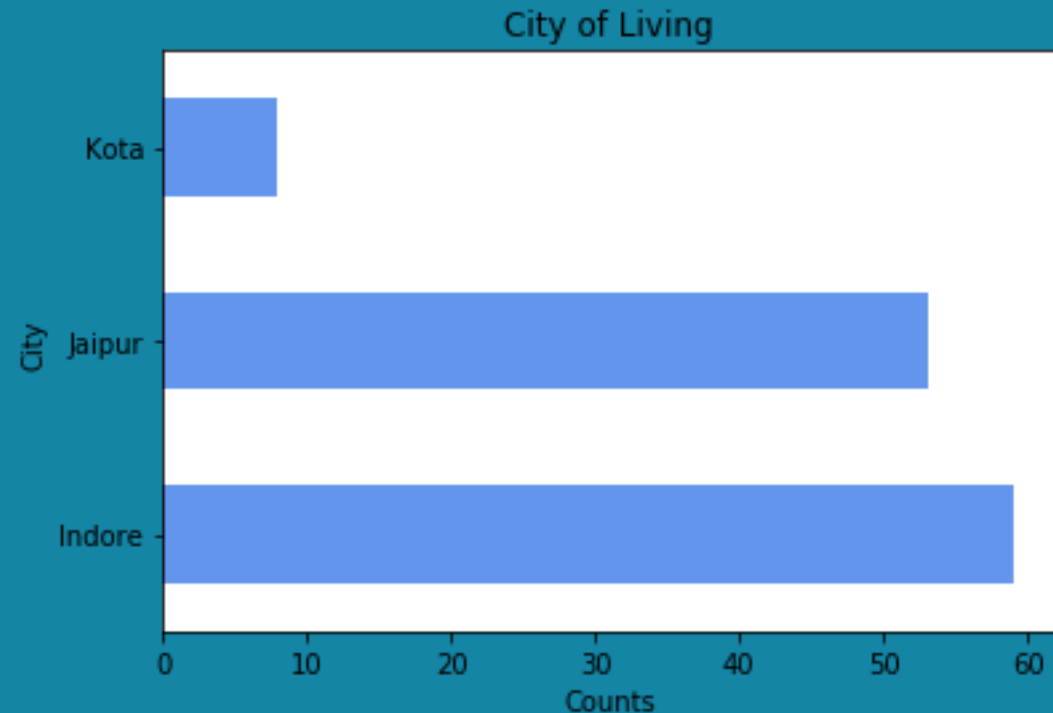
# Analysis of Sales Data: Cities

- The data is mainly for cities: **KOTA, JAIPUR, INDORE**
- Number of cold calls made to each city:

**KOTA: 08**

**JAIPUR: 53**

**INDORE: 59**



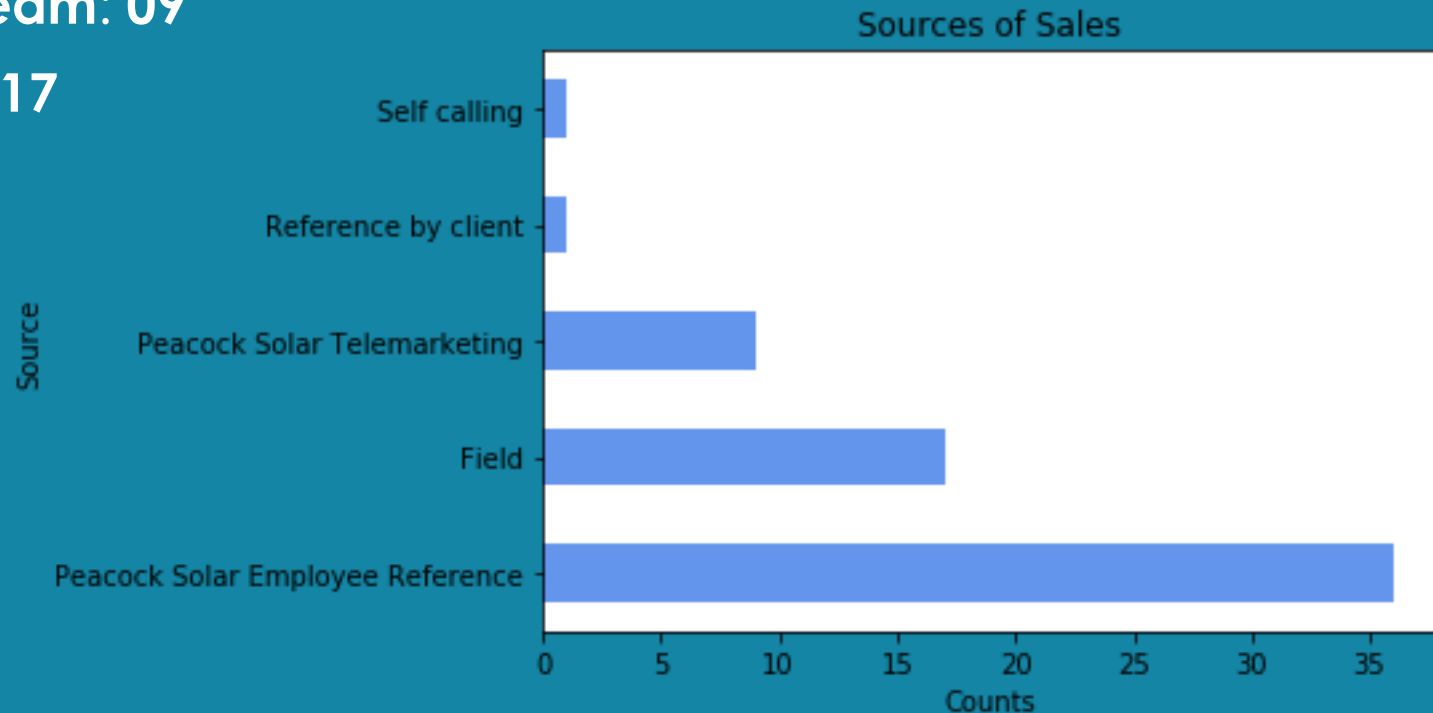
# Analysis of Sales Data: Sources of Sales

- Major source of sales:

**Employee reference: 36**

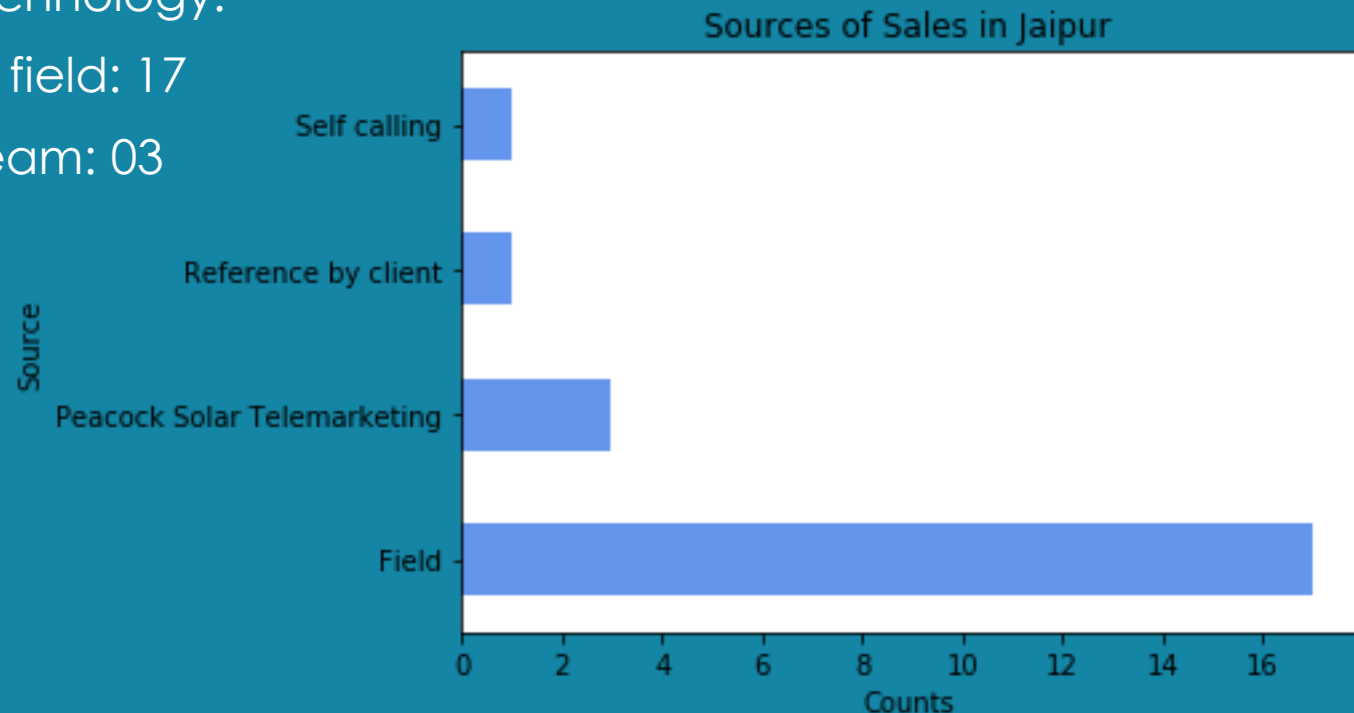
**Telemarketing team: 09**

**Sales from field: 17**



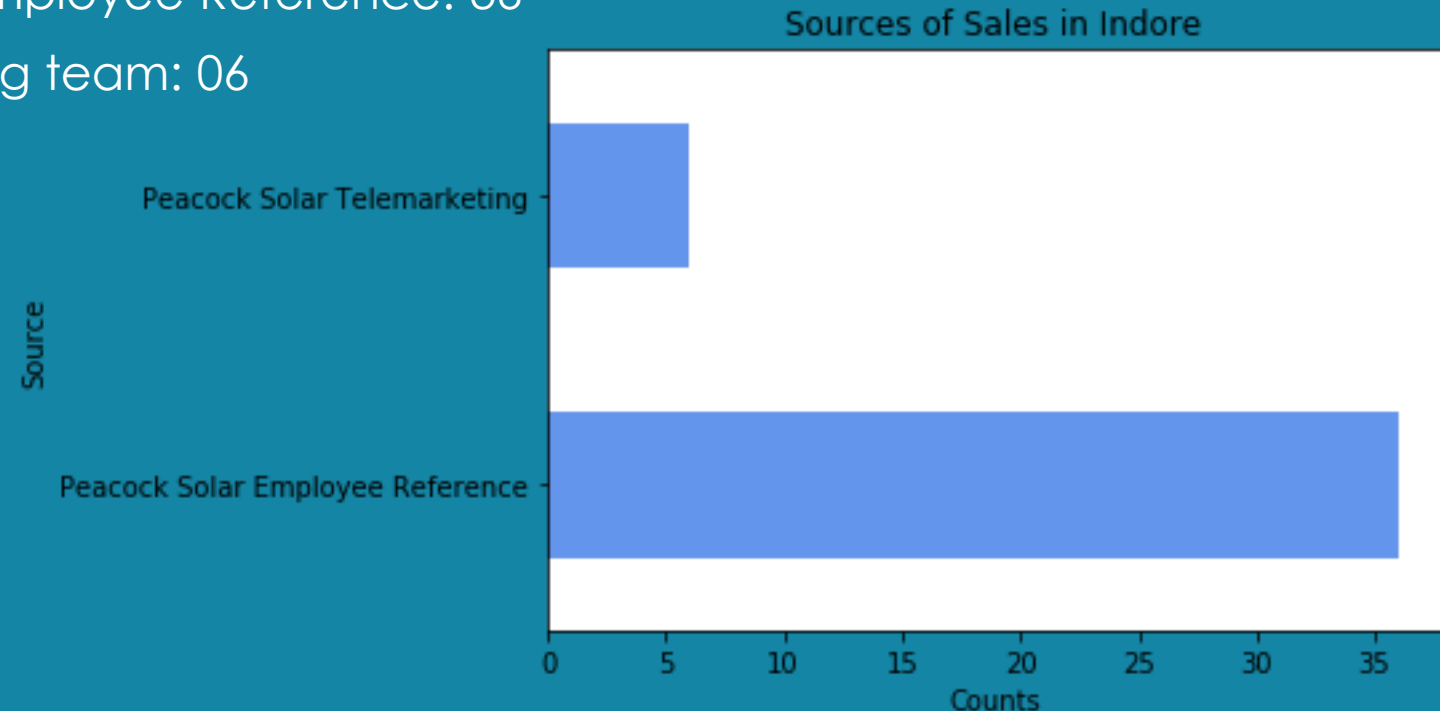
# Analysis of Sales Data: Jaipur city

- We can see that the field sales are the most in Jaipur
- Out of total 53 prospects in Jaipur, 22 have shown interest in dealing in solar technology.
- Most of the leads were from field: 17
- Leads from Telemarketing team: 03



# Analysis of Sales Data: Indore city

- We can see that the sales were made through employee reference
- Out of 59 prospects in Indore, 42 have shown interest in dealing in solar technology.
- Leads from Company Employee Reference: 36
- Leads from Telemarketing team: 06





# Lets review our current approach for sales

- The main insight that we get from our data is that the sales were not targeted.
- The majority of prospects were interested, but they wanted to decide later if they actually needed to install solar power plant.
- The sources of sales are limited and not much effective.
- The self callings from customers and references from clients are very less as compared to other sources of selling.

# An improvised approach for increasing sales

- We need to tell our leads about our previous and successful projects to build a trust between us and our customers.
- We need to use the current economical situation of our country to drive more sales and educate people about solar plant as an important renewable energy source.
- We have to build a one-on-one relationship with our leads by listening to their needs and doing our best to satisfy as many as we can. For this we might have to customize our products as per the needs of the leads.
- We have to utilize the full potential of the internet by reaching more customers through advertisements and social media.
- We need to study what brings the prospects to our website. Like blog articles, social media posts, advertisements.
- We need to stand out more from the traditional strategies of sales and innovate new strategies.

# Conclusion

- We can now conclude this presentation for Telemarketing and Sales Data by noting down these important points and taking necessary action:
  1. We need to change the traditional way of approaching customers from random cold calling with targeted cold callings.
  2. We need to focus on few domain area at a time, like small businesses, start ups, hotels and restaurants, hospitals, malls and shopping complexes.
  3. Inform the customers about their state policies regarding solar technologies.
  4. We need to make people aware about how installing and using solar power plants can drastically decrease their electricity bills and benefits of solar plants in long run.
  5. We need to ask specific questions which highlight the importance of investing in solar plants.
  6. Tell our potential customers about advantages of solar power plants by organizing seminars and gatherings.
  7. We need to focus more on data collection to get valuable insights from the data and derive better business decisions.