

How to improve telemarketing Skills?

1. Get your rest so that you are energized and raring to go when you sit down at your desk.

You need to be on your game if you want to achieve telemarketing success. Consider taking a walk during your break to clear your mind and recharge.

2. Set yourself up at your desk so you don't have an excuse to leave it until your breaks.

Make sure you have a big bottle of water and everything else that you need at arm's length.

3. Don't hang up the phone. Telemarketing is a numbers game. The more calls you make, the more successful you will be. When making calls, keep the receiver in your hand, and hang up by pressing the button. By doing this, you are training yourself to keep making calls and not take breaks or procrastinate between each call. The call out process should be ongoing if you want to build the number of calls you make and increase the likelihood of successful calls.

4. Be positive and believe that you will have a successful day. Telemarketing can be a deflating profession if you take it personally. The truth is that no one really likes to receive calls from telemarketers and this is why your job is difficult and making a sale is a great accomplishment. If you believe in your abilities, then your attitude will remain positive and your calls will sound enthusiastic and more appealing to the person on the other end.

5. Remember that time is valuable in telemarketing, and if after the first few seconds it is obvious that the person is not interested, don't waste your time trying to change their minds.

A veteran telemarketer will know the signs of a person who is wavering and one who is adamantly not interested. Recognizing that distinction between the 2 responses will mean the difference between failure and success in telemarketing. It will also save you a lot of frustration.

6. Create a script that you can refer to so you can remain on track. You don't want to read from this, but rather, use it as a guide so you can stay focused. Keep the script in note form so you cannot read directly from it. Doing so will make you sound unnatural and forced.

7. Practice your pitch so that you are versed in it. Record yourself so you can hear how you sound on the other end of the phone. Ask yourself if you would buy from you and if not, why? You need to appeal to the person you are talking to. You need to sound like you recognize they have something missing in their lives and you have the solution. You want them to believe that they need what you are selling.

8. Discard telemarketing techniques that have proven unsuccessful for you in the past, continue with the ones that have worked, and continue to find new ones. Successful telemarketing is understanding that techniques vary according to the person making the call and the person answering the phone. What may work for you may not work for someone else. Ultimately, you have to use the technique that you are comfortable with. Once you find something that works, use it often and continue to vary it and perfect it.

9. Learn from past calls. Note the best times to call, the best way to begin your pitch, and identify your customer in the first few seconds so you can use the approach that you have learned should work on this particular customer.

10. Ask questions without interrogating your customer. Remember also that no one has any time anymore, so get to the point.