



Telemarketing Services

THE KNOWLEDGE STORE HAS A DEDICATED TEAM OF TELEMARKETING PROFESSIONALS, WITH YEARS OF EXPERIENCE WORKING WITH OUR MARKET-LEADING PUBLICATIONS AND KNOWLEDGE STORE CUSTOMERS.

The Knowledge Store have established a unique relationship within our markets giving your business a variety of business opportunities, ranging from low volume niche, through to high volume mass-market campaigns, which includes:

- Appointment Setting
- Bespoke Research
- Brand/Product Awareness
- Pre & Post-Campaign
- Contact Name Validation / Acquisition
- Database Building
- Conference / Exhibition / Seminar Attendance
- Industry Surveys
- Lead Generation
- Market Research
- Market Testing
- New Subscribers / Subscription Renewals
- Sponsored Questions
- 'Piggy Backing' questions onto our magazine circulation activity.

WORKING TOGETHER

We work together on each stage of the telemarketing process to ensure each project is tailored to meet your expectations:

THE BRIEF

With the customer's assistance we can tailor the project brief.

THE SCRIPT

Together we design and develop the telemarketing script.

THE DATA

The Knowledge Store can clean and enhance the customers' data to increase response and reduce wastage, or the customer can use The Knowledge Store's data to target existing or new customers/markets.

Preferential rates are given to customers who use Knowledge Store data, based on volume and frequency.

THE CAMPAIGN TESTING

For larger campaigns we strongly advise a test campaign to ensure that aims and objectives are being met, before rolling out a full campaign.

THE CAMPAIGN FEEDBACK

On completion of the campaign results/leads/appointments are fed back to the customer either in hard copy or electronic format – with accompanying summary, analysis, charts and tables where required.

COSTS

Costs depend on many variables including:

- Size of the project
- Number of expected completed surveys
- Number of questions to be asked
- Type of questions to be asked (open/closed questions)
- Timing/Deadlines



Examples of Telemarketing

"Hello, I'm calling from We are conducting a survey, plus we have a fantastic special offer from"

- 1 Do you sell **XX**?
(Yes go to 2, No go to 5)
- 2 Where do you buy it from?
- 3 Do you sell/rent DVDs and videos?
- 4 Do you have a special freezer for **XX**?
(Yes go to Q7, No go to Q6)
- 5 Do you sell other frozen goods? Yes/No
- 6 Would you be interested in a branded **XX** special introductory offer? Yes/No
- 7 Do you sell brand **XX**? Yes/No
- 8 Would you like to hear about a very special offer currently available to you?
Yes/No
- 9 Would you like to place an order? Yes/No
(If yes go to 14/if no go to 10)

Q If NO, ask

- 10 Why? (Open response)
- 11 Would you be interested in receiving a sales call to discuss **XX** further Y/N
- 12 Would you be interested in receiving more info by post and a follow up call Y/N
- 13 Would you like to receive future information about any special offers **XX** may be running? Y/N

Q If YES

- By post (Tick preference)
- By phone
- By email

• Thank and close

Q If YES, continue

- 14 Payment is by 'cash on delivery' and delivery is within 5 days. What would you like to order? Brand A/Brand B
- 15 How many **XX** would you like?
- 16 Which delivery time is most suitable, morning or afternoon?

Can I confirm your name for delivery?

• Thank and close