

Telemarketing Media Communication In Attracting Customers

Salesmanship - Building a Sales Network
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History of Telemarketing

From the definition of marketing , it is known that DialAmerica is a marketing company and one of the first to specialize in telemarketing . Started operations in 1950 Dial America is one of the oldest telemarketing companies still in operation today. The company began to develop rapidly in 1957. In 1963, operating as Circulation Life Co., the company developed a sales campaign to support local sports teams and not for the benefit of the organization. Time Inc. magazine sold their subscription telephone units for Circulation Life Co., in 1976 forming Dial America n marketing.



Figure 1 . Activity Telemarketing A Company.
Source: www.marketingplaninfo.com

Then develop a successful model of selling magazines using the telephone. Since 1976, the company has developed and expanded services to areas including working banking same as Bank of America , GE Capital Bank , internet services included America n Online and Compuserve . DialAmerica also expanded its services to more than 300 magazine publications and called for the names of major publishers like Conde Nast for magazines including Reader's Digest, Ladies Home Journal . DialAmerica has 23 offices spread across the Americas Most center services (call center) is outbound facilities, contact the consumer for the purpose of selling mobile phones in places like Omaha, Nebraska, San Diego, California, Columbus, Ohio, and Jacksonville, Florida. DialAmerica also has several inbound facilities located in Athens, Georgia, Pittsburgh, Pennsylvania and Charleston, South Carolina. Unlike outbound centers , which concentrate on consumers by telephone in order to encourage sales, inbound call centers are services to receive calls from consumers. Consumers with different needs of men gajukan eg credit card application, to order a wig, and it is representative of inbound help them over the phone. Inbound facilities also function as external relations for the company's quality assurance department.

Understanding Telemarketing

There are several definitions of telemarketing in Indonesia seen from daily operational activities in carrying out activities, namely:

- 1) According to Dharmani (2010) , in his writing " Telemarketing Skills " , it is known that the use of telephones as an interactive medium for promotion, calls potential customers by telephone for the purpose of selling something, and is applied primarily to calls made to people who have never previously contacted the seller , or for people who are not familiar with the company's products or services. Targeting long-distance consumers by using telemarketing is increasingly powerful for marketing strategies , in many companies, telemarketing is considered as one of the marketing strategies.
- 2) Where as according to Sigit (2012) in his "success Into A Telemarketing", telemarketing has the meaning of the word tele mean distance and marketing means marketing activities which are defined as an interaction that is trying to create a relationship the Exchange is intended to satisfy the human desire to butuhan, in other words marketing occurs in every human relationships or organization look by having a process of Exchange. So telemarketing is human relationships or organization for menciptaka relationship Exchange is done with the remote. Telemarketing is a marketing concept that berkembang along with the development of telecommunication technology. Telemarketing telecommunication technology is inseparable from good utilization through sending data using the internet as well as interaction with voice, messaging and data using the phone. Many telemarketing firms in the market of the product. Marketing orientation fixed on consumers, and any policy aimed at trying to satisfy the needs and wants of the consumer, so the consumer is expected to buy the resulting goods and services companies, and ultimately the sale can be on the rise and can generate profits. With the utilization of telecommunications technology as one of the backbone of the marketing of goods and services by providing convenience to each consumer to access the information they need is expected to deliver more value in terms of the company's profit improvement.
- 3) In Susanto's (2009) writing via the website iwansusanto.com, what is meant by telemarketing is to market products or services or socialize our business over the phone. For now, usually this method of telemarketing is used by several large operators to offer their products. According to many marketing experts, offers through telemarketing tend to be easily accepted, because they are personally direct to consumers. With telemarketing, a seller in one day is possible to visit 30-35 people. The average time needed to prospect is 10 minutes. In some cases, telemarketing it will feel more practical, because marketing officers do not need to make proposals, deal with security guards or meet people who are difficult to find. However, this will have an impact telemarketing activities effective if the target market for the product to be marketed is corporate or personal that are typically located in large cities that activity high business. Of course telemarketing will be different if applied in urban areas such as districts with a low level of business growth.

Telemarketing To Add New Customers

Understand Telemarketing or the activity of selling goods / services with offers in advance via telephone is a growing marketing strategy. Marketing managers and sales need to listen to who knows it is suitable for the type of product / service being handled and can increase sales volume. In the company's daily activities, often seorang manager responsible for sales or marketing activities ignore the tools that every day uses to communicate. The device is a telephone. During telephone pounds more seen as a tool which speeds up communication, which in turn support the company's marketing or sales activity. So, the value of the device is only in its function as a connecting device. Apparently, the telephone contains a lot of potential which if used and managed creatively can have a direct impact on the company's business activities . In short, telephones can be a powerful marketing / sales tool, insofar as they can be combined with the right operators and follow a systematic system of work whose effectiveness has been proven. This type of telephone utilization is included as a telemarketing technique that has recently been used a lot, including in Indonesia. In telemarketing , the telephone shows its function in the form of: (1) contacting potential buyers directly and, if possible, completing transactions, (2) becoming a spearhead of marketing "surveys", to be further followed up by marketing in the field, and (3) become a "door opening" tool for potential buyers to be visited by marketing personnel.

According to Stone (1992) There are several properties of telephones that can make it effective as a marketing tool, including:

1. Two-way direct communication.

The telephone is a unique communication tool that allows one to provide information while receiving a response directly. Until now, there are no other tools (which are widely used) that can match this tool.

2. Like meeting four eyes. The telephone conversation is almost the same as the four-eye meeting, the difference is only in the absence of a face in front of us. But there are still all the other elements present in face-to-face talks. There are exchanges of greetings, there are attempts to introduce themselves (exchange of identities), and there is talk back and forth about other broader things. What is important, this phone allows parties who want to sell something to do verbal persuasion effectively.

3. The answer immediately. Efforts to persuade potential buyers will get a straight answer: yes, no, maybe, or "... come see us again" Based on those answers, as the party who want to sell, may make a further step, and then send the items to close the sale, shortly streak of list potential buyers, send additional information, brochures, etc., if necessary, contact potential buyers according to the time requested. What is important, the decision to act further can be determined directly, based on the telephone conversation.
4. Flexible and cheap. Campaign marketing / sales by relying on e-pound tel tool is flexible enough for the preparation of the work program is relatively uncomplicated telemarketing or n to need a long time. The funds needed to start a telemarketing program are also not as large as the amount needed if, for example, conducting a massive advertising campaign. After all, because the results of a telemarketing program are immediately known to match or not with a particular market segment, corrections can be made immediately. Certainly the opportunity to reduce ineffective expenses will get better.

Measured and Responsive Telemarketing

According to Indrasto (2008) from the Executive Magazine mention s Elain basic characteristics mentioned above, there are a number of other features that support the role of e-pound tel devices as a major marketing tool in telemarketing.

1. First. The use of this telemarketing program allows program organizers (ie companies that want to increase product / service sales) to get quick feedback about the effectiveness of the program itself. It can be immediately known whether the product / service offered, the method of bidding, and the target of the buyer, is a suitable integrity . It can be known through calls several times if there are things that need to be corrected immediately, for example: the target market (potential buyer) that is not appropriate for the product / service offered, the marketing technique that is less suitable or effective (contacting the house, for example , not to the office), or even the message conveyed by all telemarketing personnel who is actually not good enough. Immediately compliance measures can be applied, without costing a large amount and before too many operating funds flow out.
2. Second. Program telemarketing measurable. The efficiency and effectiveness of telephone use can be directly measured by numbers. Can be directly calculated the number of calls made by each telemarketing employee , what results in a positive response from the recipient (prospective buyer), and how many of them then continue to be a definite order. It is possible t id ak are obtained when using a pattern of direct marketing by mail or electronic means of communication campaigns eg via radio or television.
3. Third. Program telemarketing can accurately provide an overview of the expenses incurred for the operation and the results of what has been achieved. By using a analisa cost-benefit (cost-benefit), it can accurately give an idea of the ratio of costs and benefits that can be arguments and decisions regarding the advisability of this telemarketing program d ilanjutkan.
4. Fourth. Program telemarketing can reach the market (penetrate the market) are sharp. Only those who are truly assessed as potential buyers are contacted. The company remains shrewd in determining which market segments to go to and based on, compiling a list of people who must be contacted by telemarketers (telemarketing officers).

The Key to the Success of Telemarketing

Certainly the marketing technique that is now famous by name Telemarketing does not always guarantee success. There are several conditions that must be met before success can be enjoyed. Namely:

1. First. Produk or services be offered to prospective buyers is indeed the proper thing marketed by telemarketing techniques. The sale of mass consumer goods is clearly inappropriate. But the offer to become a member of the executive club , such as the one offered by a number of five- star hotels in Jakarta, includes matches in terms of the types of products / services offered and prices.
2. Second. Another important thing is the availability of an adequate phone. Adequate in the sense that the number of lines / channels available is sufficient, according to the size of the telemarketing campaign . Adequate also in the sense that it is relatively free of technical problems. Take for example in Jakarta a kind of impression that relations per telephone are relatively bad. Obviously this is not beneficial in telemarketing activities.
3. Third. Terms of operation also requires two essential elements. First, the availability of skilled and experienced telemarketers . They are required to have good speaking skills, can explain the problem clearly, and it is important to be able to persuade prospective buyers to find out more about what is offered. Second, the element that is not less important is the prevailing work system. In addition to be available "scenario" that offers proven to be effective, there must also work procedures (working arrangement) are of interest to telemarketers terms of the incentive and job satisfaction. There must also be overlapping interests between

telemarketers and field officers (salesmen , account executives , representatives , and the like) whose main functions are to complete sales that have been initiated by telemarketing personnel . Do not let the success of one party actually inhibited the other party caused by a system of distributing bonuses or incentives that is unfair or disproportionate.

The power of telemarketing

As stated by Fastana (2012) target the principle in telemarketing is to target long-distance markets using telephone communication tools, to make optimal added value to this telemarketing strategy there are 10 important tips to help telemarketers in promotional activities and increase sales. Make sure the time to hold talks with prospects or prospective customers, the information to be delivered is concise and clear. In order for communication to run smoothly, it is better to use fixed telephone facilities such as office telephones .

Make sure the list or register name to be a contact already updated, so you can easily reach them without the need to search among the piles of files or archives, as well as to avoid the phone the wrong address because it turns out orangnya have moved house / domicile. Make sure when talking to prospective customers , you do it calmly, speak clearly and use words that are very easy to understand, not complicated, special topics and focus and do not seem compelling. The goal is that the information submitted can be understood and well received by potential customers (Prospect). Make sure the offers you make through the phone are indeed proven to be in great demand by the market, so it is very likely that the Prospect listens with enthusiasm and can be interested . Try to convey by means of yang convincing and believable and show more benefits to them. If you have trouble speaking in terms of negotiating with your prospective customers, you can first learn ways to negotiate via telephone or you can work with experienced telemarketers. Make your surroundings, good working environment in your office environment or else a nda select, for example in the home, can be more fun, representative, minimize disruptions that may occur. Combine the information that you submit via the phone with the product proposal that will be submitted to your prospective customer is the same, does not widen and lose the target , so that information is mutually reinforcing. Keep on time if you manage to repara Appointments with prospective customers a NDA, ini will establish the credibility of a NDA as a reliable practitioner telemarketer. With the credibility tersebutlah a NDA can grow and develop better and contribute to the company. There should never be an element of coercion in negotiating on the phone, because it is not necessarily the mood of the person you are talking to in a good condition when receiving a call from you.

Make a list of the ones that can help you monitor the visit schedule, information about the customers you want to visit, customers who are not interested in your product and the next offer you might make, or customers who just want to know, maybe you can give something more so they become more passionate.

Besides several important tips above, some things have to be considered carefully by telemarketers contacted potential customers in their activities (Prospect) is:

1. When telemarketers are on the phone with potential customers, telemarketers must convey friendly and polite greetings to build sympathy.
2. Talks delivered by telemarketers to prospective customers (prospects) must be concise, clear and tend to be convoluted.
3. Clearly mention the name of the company, the intention of the offer made to the prospect, and the reason why the offer must be made.
4. Explain what benefits the prospect can feel / receive if he follows / accepts the program offerings delivered by telemarketers.
5. The hours of telemarketing should not interfere with the prospect's activity, so the content of the conversation delivered can get a good response from the prospect.

When telemarketing is done, prospects should be given the opportunity to consider whether they reject or accept programs offered by telemarketers , how to make calls again at other times or on other occasions, so that telemarketing does not seem compelling. Conversely conversations must be able to arouse curiosity prospects.

Provide a short time to give the prospect the opportunity to ask questions that are directly related to the program, the goal is that the prospect really gets enough and clear information as a basis for consideration later.

Talks through telemarketing can be continued through other media such as e-mail or facsimile , the purpose of which is that the information given to the Project is more detailed and detailed, so the Prospect can understand more deeply the intentions of the program offerings.

Try communication that takes place via telephone is two-way, meaning that the message and communication carried out by telemarketers must be able to arouse the curiosity of the program offered to him.

In addition to some of the above conditions which must be mastered by telemarketing, telemarketing should be fully aware that the communication is being done can be constrained by several things (which are generally neglected by telemarketers), among others:

Not all projects have the same ability to understand the intent and purpose of program offerings delivered by telemarketing, There are different strata and social classes in the community, because there is no difference in the perception of the presentation when receiving or conducting talks with telemarketing , this has the potential to cause misunderstandings / misunderstandings . Not all prospective consumers (Prospek) have the same needs and expectations for offers made by telemarketers, Telemarketers must pay attention to the hours for telemarketing , whether it is mid-morning, or during office breaks , or late afternoon or at home hours. The aim is to give the prospect the opportunity to respond well to the offer made or so that the prospect does not neglect the information provided by the telemarketer.

Telemarketing Activities

Today more and more companies are using a telephone sales system called telemarketing . How remote sales via phone at his general performed as an alternative way of direct sales (face to face), but there is a company that is 100% using telemarketing sales method. Marketing in this way is widely used by banking companies, financial institutions, telephone service providers , hotels, and various other types of companies.

1. Telemarketing Job Type

According Trimahanani (2010) of the institution Managementfile.com Editor, the main task of seo rang a telemarketer is (1) the sale of products or services over the phone with the main target the creation of sales, (2) for information relating to why people buy and what's, effectively, that they need with the aim of research to find out trends in future consumer needs. Due to this task done without face to face with customers so it can not rely on other tools crate brochures, presentations, product samples, then relied heavily on the ability of communication by telephone only. This requires special skills. The characteristics of telemarketer work are: (1) The highly patterned and structured telemarketing work format is related to very limited time, both the time budget available for each call and the time available from the customer or consumer. (2) Telemarketing work based on recorded conversations (scripts) that have been prepared, because in a short time the message must be delivered completely and correctly.

2. A Telemark's Competency

Given the type of work that is typical of telemarketing , certain competencies of a prospective telemarketing are different from ordinary marketing. The main competencies that must exist are: (1) Being able to direct attention to be focused on the customer or the other person. Contacting potential customers from a list of existing databases is not easy, often people refuse to various reasons, knowing that the caller is a marketer who wanted to offer something, such as unsecured credit facility from a bank. When a prospective customer has received a call, the officer must be able to concentrate fully on this precious time so that all the messages he receives are received properly. (2) Dare to work with targets and have enthusiasm and efforts to reach the target. According to his duties as a marketer, of course there are targets set by the company. In general, this target is increasingly tiered in accordance with the increase in position or the marketing experience. Officers must be chosen by people who dare to face challenges, in this case the target is the rupiah or the specified volume. (3) Dare to face various kinds or characters of people and build relationships (relationship). Customers and prospective consumers certainly have various temperaments or traits or characters that may be different from the characteristics of marketers . But it must be able to deal with it even to foster good relations professionally. For this matter, it is simply necessary to have an open attitude and not be easily offended or hurt. Able to overcome problems in a fast time. Questions, ask for opinions, complaints and even k omplain weight will be faced by a telemarketing officer at any time. That is why the ability to overcome problems is needed in a calm and short time. Although not all problems require quick killed problems , sometimes they have to be escalated and require several days of completion. Have the skill to market the product. However a marketer should be knowledgeable about the product (product knowledge) and its strasi admini requirements and capable of directing or influencing people to decide to buy the product or service being offered. In this case persuasive abilities are needed.

3. Individual Power

After recognizing the type of work and competencies required by an officer telemarketing, then here are some things to be done in order to provide exceptional service to customers through telephone communication . Build confidence that you can and you are a customer partner to achieve success. The main capital is the mastery of knowledge about this product no longer negotiable. Master the type of telemarketing work and love this job, because this is the job that will be lead you to success. Don't be easily discouraged if your offer via telephone is rejected. For marketers rejection is normal, this is a statistical probability process, do it again definitely a right nothing works (closing). Prepare a list of names of prospective customers who will be called well, understand the prospective data including the mention of the name correctly, so that the communication runs smoothly . Use the foreword (greeting) were polite and voice with a clear tone. Prepare

physically well through exercise, good eating and resting arrangements, so that strong stamina, being able to concentrate and not easily dizzy, especially having to use a headset for hours. For those of you who take turns (Shift), need to be physically strong when on night duty were required to have stamina pa da hours others rest. When faced with complaints, listen carefully, then take care to provide the best solutions to customers.

Telemarketing Strategy

In the opinion of Kotler (2006) telemarketing is the use of the telephone and call center to attract potential customers, sell to existing customers and provide service to receive messages and answer consumer questions, so we can say, the activities of telemarketing can be regarded as the spearhead (frontline) first to deal with prospective customers.

Telemarketing strategies can include several important things as follows:

1. Telemarketing is a bridge between the interests of the company and the interests of consumers, meaning that all forms of consumer needs are well anticipated by telemarketers.
2. Telemarketing is not always oriented to the sale, which means that the objective of the activities of telemarketing could result in the introduction of products and services, branding (branding), brand awareness (brand awareness), establish good communication, as a means of service to receive complaints and complaints of consumers and as a means to provide important information for customers.
3. Telemarketing makes improvements and attention (maintenance) to existing customers, meaning that this way customers can be better served, improvements and improvements in services can be done more efficiently and quickly. Services provided are not limited to time and place. With telemarketing all forms of input and complaints will arrive at the company faster and there is no time to delay.

The above strategy can run accurately and succeed well, if all obstacles can be handled properly by the company in an integrated manner by activity telemarketers themselves and marketers in the field. Servants who can arise in activities telemarketing :

1. Consumer attitude.

The meaning is not all customers and prospective customers like activity telket rketing , can be due to activity telemarketers in making calls have inappropriate timing so they don't get a good response from customers and potential customers.

2. Call schedule settings .

This schedule is done generally do not adjust to the schedule of customers or potential customers, and tend to be inflexible. Of course this condition will disrupt the interests of telemarketers in communicating.

3. Facilities .

Many facilities provided by the company are inadequate and less supportive, this can occur due to technological development factors or incomplete types of services. On the other hand , consumers are not familiar with the form of services that tend to be modern, situations like this can sometimes lead to differences in perception or disruption of two-way communication .

In addition to the inhibiting factors in communication activities, supporting factors and advantages possessed by the company can be used as a mainstay in the telemarketing process as explained by Catal (2001) as follows :

4. A consumer data center is available.

The source of the causes is the advantages and advantages of information technology in the present that enable the company's creativity in implementing and applying various facilities to serve the interests of prospective consumers and customers. Even cooperation between companies can be established in the form of exchange of information and data centers (databased) .

5. There is a healthy work environment.

This certainly makes the personal telemarketers in charge have a vision and mission in developing the company's interests in serving prospective customers and increasing the profits the company achieves. It is a company that is better in the eyes of consumers. Of course this can be the capital and support for telemarketing activities , because a good impression will make prospective consumers easily sympathetic to all forms of offers and promotional activities of the company.

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