

Telemarketing – Does it really work?

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This is a question asked time and time again by accountants all over the UK, and the truth of the matter is..... that YES it does work! As long as you have clear goals and a telemarketing firm you can trust, then telemarketing doesn't only work - it flourishes.

Telemarketing is a fantastic tool for generating appointments with businesses that are actually interested in changing their accountants. It gets you in front of the right person at the right time and ahead of your competitors. You can regulate the number of new clients you take on to suit your practices' growth requirements, taking breaks in busy periods and stepping up the intensity during quiet times.

Positive word of mouth can also be generated through the use of telemarketing. Not only will you bring on new clients and grow your practice immediately, but greater brand awareness will also be generated in your local business community on a whole, thus helping with new client acquisitions in the future.

Telemarketing demonstrates your practice as being very proactive and forward thinking, thus attracting like minded businesses to switch to you. It can also give the impression that your practice is bigger than it is, which is extremely important when going after those big fees!

Through generating a database of interested prospects for the future, telemarketing provides ongoing growth on a long term basis. It allows you to form loyalty bonds with prospects for the future to ensure when they do switch accountants, they switch to you!

Most importantly if you really want your telemarketing campaign to deliver results quickly and effectively, outsource it to the experts, so you can concentrate on your core business.

Top 6 Tips for Choosing the Right Telemarketing Firm.

- Choose a firm that **specialises in telemarketing for accountants**. The accountancy industry is unique, therefore you need a dedicated firm that understands the terminology and concerns of businesses that require your services.
- It is imperative that you are represented in a **positive and productive manner**, so choose a firm you can trust to deliver your unique selling points to the prospects in an **informative and unpressurised approach**.
- Ensure **payment is based on results**. You need be certain you will get good quality appointments which actually have the possibility of converting into new clients.
- You will need help and **support setting up procedures** and getting to grips with attending the appointments, so make sure you choose a firm that offers this support. It is often helpful to have a **dedicated account handler** that will guide you through the process and book all of your appointments.
- Use a firm that not only books the initial appointment, but that **keeps in touch with the prospect until you have signed engagement letters**. This will drastically reduce the hassle you have chasing people and improve your conversion rates considerably.
- Most importantly choose a **firm that cares and takes pride in its work**. You need the telemarketing company to be part of your team, working towards your aims and driving you forward.

In essence telemarketing can and will work for you if you use the right telemarketing firm. It is especially important in the current economic climate that you shine above your competitors and stay ahead of the game. Telemarketing delivers tangible results that will actually grow your practice.

For more information on how telemarketing can help your practice, email growmypractice@thejastpartnership.co.uk. Or visit our website www.thejastpartnership.co.uk