

Telemarketing for Accountants – Ensuring Success

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Telemarketing is a very broad arena and can encompass numerous different elements which is why it is often used ineffectively. The key to success with telemarketing is using the correct mix that suits your business type, your target clients and your own goals. Get this mix right and you can't go wrong.

Firstly look for a company that works solely for accountants as they will have the knowledge and expertise to represent your practice in a professional and effective manner. Each call counts and there is only a limited amount of time to catch the prospects attention, any display of inadequate knowledge about accounts, may jeopardise the call leading to an appointment. You know what they say 'Knowledge is Power' and when telemarketing that is certainly the case. The more the telemarketer knows about the industry, the easier it is to secure the appointment. Every lost opportunity is a lost client!

Secondly ensure you are using a company that can relate to your target client. The call needs to alter depending on the business targeted and the level of the decision maker. It is no good using the same script for an owner/managed painter and decorator and a managing director of a multi-million pound marketing company. If using a telemarketing firm that specialises in telemarketing for accountants then make sure they also tailor the conversation depending on the business they contact and the level of the person they speak to. Highly scripted conversations can lead nowhere, asking open and pertinent questions can be the difference between a good quality appointment and a 'NO'.

Last but not least, make sure you are using a telemarketing company that can achieve your goals. You should have clearly identified goals you want to achieve and discuss these with your telemarketing provider so everyone is working towards the same target. This is the same whether in telemarketing or your marketing as a whole. Making sure everyone is working towards the same goal is the key to success.

For more information about how Jast can provide you with a successful telemarketing campaign please call on 0115 972 0085 or info@thejastpartnership.co.uk