

	TELEPHONE SERVICES													EMAIL/ WEB SERVICES						LIST, DATABASE SERVICES				OTHER SERVICES								
	Inbound Telemarketing	Outbound Telemarketing	Telephone Answering	Voicemail	Interactive Voice Response	B-to-B Telemarketing	B-to-C Telemarketing	Requais/Reclassifications	Acquisitions	Renewals/Expires	Market Research	Paging/Dispatch	Cross-Selling/Up-Selling	Sales Closure	Online Appt. Scheduling	Help Desk	Live Chat	Web Order Entry	Banner Ad Click-Thru Conversions	Shopping Cart Assistance	List Acquisition	List Scrubbing	Database Clean-Up	Data Segmentation, Augmentation	Reporting, Analysis	Call Scripting	Weeknd, Aft-Hrs, Overflow Support	Toll-free Vanity Numbers	Back-Up Call Center Sites	Direct Response	Customer Care, Support	Credit Card Processing
Advanced Data-Comm	●	●	○	●	●	●	●	●	●	●	○	●	○	●	●	●	○	○	○	●	●	●	●	●	●	●	●	●	●	●	○	●
American Pacesetters	●	●	●	●	●	●	●	●	●	●	○	●	●	●	●	●	●	●	○	○	●	●	●	●	●	●	●	●	●	●	●	●
Ark Teleservices	●	●	●	●	●	●	●	●	●	●	○	●	●	●	●	●	●	○	○	●	●	●	●	●	●	●	●	●	●	●	○	●
Aspen Media & Mkt Res.	○	●	○	●	○	●	●	●	●	●	○	●	●	○	○	○	○	○	○	○	●	●	●	●	●	●	●	●	○	○	○	
Blue Valley Telemarketing	●	●	○	●	○	●	●	●	●	●	○	●	●	○	○	○	○	○	○	○	●	●	●	●	●	●	●	●	○	○	○	
California Marketing	●	●	○	●	●	●	●	●	●	●	○	●	○	○	○	○	○	○	○	○	●	●	●	●	●	●	●	●	○	○	○	
Carr Marketing <sup>3</sup>	●	●	○	●	●	●	●	●	●	●	○	●	●	○	○	○	○	○	○	○	●	●	●	●	●	●	●	●	○	○	○	
Cascade Marketing	○	●	○	○	○	●	●	●	●	●	○	●	●	○	○	○	○	○	○	○	●	●	●	●	●	●	○	●	●	●	●	
Centricomm Inc.	●	●	●	●	●	●	●	●	●	●	○	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
DialAmerica, Inc.	●	●	○	○	●	●	●	●	●	●	○	●	●	○	○	○	○	○	○	○	●	●	●	●	●	●	●	●	●	●	●	
EBSCO Teleservices	○	●	○	●	○	●	●	●	●	●	○	●	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	
Edge Teleservices Inc. <sup>1</sup>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	○	○	○	○	●	●	●	●	●	●	●	●	●	●	●	
Globalinx	●	●	●	●	●	●	●	●	●	●	○	●	●	●	●	●	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	
Hamilton Contact Ctr.	●	●	○	○	●	●	●	●	●	●	○	●	○	○	○	○	○	○	○	○	●	●	●	●	●	●	○	●	●	●	●	
Impact Sales Solutions	●	●	●	○	○	●	●	○	●	●	○	●	●	○	○	○	○	○	○	○	●	●	●	●	●	●	○	●	●	●	●	
Lester Inc.	●	●	○	○	●	●	●	●	●	●	○	●	●	○	○	○	○	○	○	○	●	●	●	●	●	●	●	●	●	●	●	
Mark Facey	●	●	●	●	●	●	●	●	●	●	○	●	○	○	○	○	○	○	○	○	●	○	●	●	●	●	●	●	●	●	●	
Meyer Associates Tel.	●	●	●	●	●	●	●	●	●	●	○	●	●	○	○	○	○	○	○	○	●	●	●	●	●	●	●	●	●	●	●	
PTM Communications	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	
Spark Marketing <sup>2</sup>	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	
Stumer & Klein Inc.	●	●	●	●	●	●	●	●	●	●	○	●	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	
TeleResources	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	

KEY: ● Service offered ○ Not offered ◐ Partial Service offered

<sup>1</sup> Formerly Trans-Action Teleservices; <sup>2</sup> Offshore call center in Manila, Philippines; <sup>3</sup> Formerly Precision Response LLC

money. If you can get 3,000 leads in three days via telephone, that would be better than taking three months with a tip-on.”

Although telemarketing performs the best within the source mix, Cowart says response rates have dropped a bit. “We’re now pushing into online marketing and social networking to see where we can find more responses,” he says.

### TESTING AND TACTICS

A lot of preparation goes into creating a successful telemarketing campaign from keeping the data clean and up-to-date and writing the script to figuring out the right opportunities to upsell and/or cross sell.

For the circulation team at Grand View Media, the design of the script makes all the difference. “We like to design our scripts with the thought in mind that we are calling people to help them do business smarter and more efficiently by providing them with our magazines and e-newsletters as ‘must reads’ for their industry,” Poole says. “When you approach the call in this manner and not as if you’re trying to sell someone something, it tends to work out better for everyone involved.”

And once potential and current subscribers are talked into ordering the title they were targeted for, Poole might take then advantage of the time on the phone. “We do use telemarketing to upsell and cross