

# Non-boiler room telemarketing

By STEVE MacNAULL

**T**he word telemarketing conjures up images of boiler rooms, hard sells and annoying phone calls.

“The phone is a great sales tool if used properly,” said **David McCullough**, in Kelowna to do an **Assembly Line Selling** seminar for members of the Okanagan Science and Technology Council.

“If you keep your initial contact to a crisp 15 seconds, then you aren’t wasting your time or their time. It’s so important to get straight to it.”

That’s why McCullough, president of Vancouver telemarketing firm **Transamerica Microsearch**, tells salespeople to ring up potential customers, introduce themselves quickly, state the product or service they are selling, then ask if they are interested in receiving a two-page fax on the product or service.

“Asking them if they want the fax is a simple close to the call – and it’s all happened within 15 seconds,” McCullough said.

“If they’re interested, they’ll say yes to the fax, if not, they’ll say no.”

McCullough is against the much-heralded relationship selling, especially during an initial phone call.

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“You are a stranger to the person at the other end of the line,” he said.

“They don’t want you asking how they are and what the weather is like because they know you don’t care. It’s best to get right to the purpose of your call.”

Don’t be discouraged by voice mail.

“I consider voice mail radio for one,” he said.



David F. McCullough of Transamerica Microsearch

“Give your crisp 15 seconds.”

Transamerica specializes in contracting out its telemarketing and follow-up services to high-tech companies that are selling software.

“But these principles can be applied to selling any good or service,” McCullough said.

“The key is to target your message and deliver it with crystal clarity.”

If the potential customer said yes to the fax, follow up by phone in two days.

If they’re still interested, supply more information or make the sale.

McCullough uses the rule of thumb that two unreturned phone calls is the cue to give up on that client – for now. But you can try again in six months.

This method is dubbed assembly line selling because it applies the continuous linear motion of the original Ford Model-T assembly line to sales and marketing.

“If you have a continuous motion of calls, voice mails, faxes, e-mails in different stages with many different potential clients, you will see success,” he said.

“With the right database, you’ll always come across those looking, shopping and buying.” ■