

Short Research Article

How to Use Telephone Marketing to Improve Performance of Customers' Development

Hsieh, Shih-Po¹ & Chen, I-Jen^{2*}

¹ JC Marking Consultant Co., Ltd.

² Enterprise & Carrier BU, Fareastone Telecommunications Co., Ltd.

* Chen, I-Jen, Enterprise & Carrier BU, Fareastone Telecommunications Co., Ltd.

Received: February 12, 2018 Accepted: February 22, 2018 Online Published: February 28, 2018

doi:10.22158/jbtp.v6n1p63

URL: <http://dx.doi.org/10.22158/jbtp.v6n1p63>

Abstract

Diversified information has indicated the technology of Telephone marketing has gradually become matured and popular. The purpose of this study is to research to find out a whole set of Telephone Marketing by which the staffs are able to accomplish their missions to closely talk to the policy holders and further succeed to get their sustained policies through telephone as well as accomplish the results mission of the company.

Keywords

Telephone Marketing, qualitative research, customer development

1. Research Review

Telephone marketing emerged in late 1960 as a major direct marketing tool (Kotler, 1988) that interacts directly with customers, asking about sales-related matters to buy any goods (Ling & Mona, 1980). As technology advances, Telephone Marketing can also be targeted at products, customers do analysis, thereby increasing the turnover rate.

In short, Telephone Marketing, mainly using telephony as its primary medium of communication, is attributed to the category of direct marketing (Ling & Mona, 1980) and attracting households to question and sell immediately (Pesci & Rus, 1991).

2. Research Method

This study interviews with telephone marketing experts and takes a pragmatic approach to understanding how to use telephone marketing improve customer development effectiveness. We interviewed a total of 5 experts in telemarketing services for more than 12 years. Among them, a record was set in the number of telephone sales transactions in Taiwan: 375 in the current month and about 4800 in the current year to sort out the implementation of telemarketing practices mode.

3. Results and Discussion

According to the interviewees, telephone marketing needs to pass through efficient sales and training modes, such as emphasizing value orientation instead of falling into the price and product myth to stimulate customers' willingness to purchase. Second, for enterprises, the use of architectural training to achieve the ideal of copying, such as respondents mentioned through a systematic structure to guide

the expression of content, rather than just by the strategy of luck, through precise words to express the penetration, so that consumers produce the desired effect.

Telephone marketing needs a complete system of strategic thinking to break the traditional telemarketing myths of the law of large numbers, but also a kind of thinking from the consumer's mindset and attitude as the center, the backlash generated a strategic sales, effective promotion the consumer's willingness to buy.

Reference

- Kotler, P. (1998). *Marketing Management-Analysis, Planning, Implementation, and Control* (6th ed., pp. 559-562).
- Ling, & Mona. (1980). Prospecting by Telephone. *Life Association News*, 75(2), 85-95.
- Pesci, & Rus. (1991). Product news marketing: Benefits of an outside telemarketing service. *National Underwriter*, 18, 61-79.