



CEdMA Workshop, 11 June 2008

Symantec Reading

“More on How to Market Education”

Campaign Management – John Claricoates, quantum tm

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Regions Supported:

- Central, Northern, Eastern, Southern Europe
- Asiapac
- North America

quantum tm overview

- Specialists in B2B, IT telemarketing
- 200 seat multilingual call centre based in Reading, UK
- 86% growth (2003-06)
- Success built upon investment into employees

Winner of 2007 National Council for Work Experience

- 2008/9 expansion into inbound, B2C, e-services
- ROI Focus




clients and services



- demand generation
- telesales
- appointment setting
- pipeline analysis
- surveys
- event support
- enterprise mapping
- channel development
- inbound
- data provision, management

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guide to successful telemarketing – key points

Step 1

Initial
Strategy

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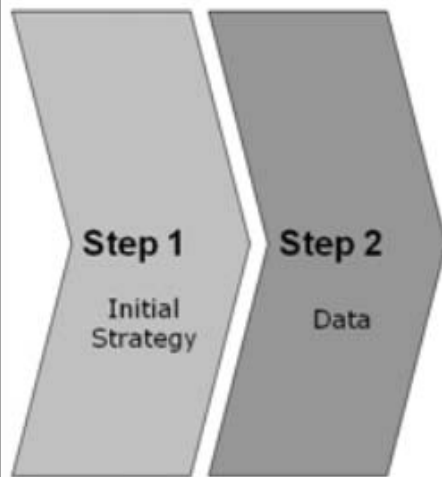
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step 1: initial strategy

- Involve the sales team
What do they really want?
How do they define a lead?
- Involve your agency (if outsourcing) as early as possible
- Set realistic expectations
response & closing rates
run the "what if" scenario
- Minimum **4** weeks of calling

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step 2: data

- Most critical element
75% of failed campaigns due to poor quality data
- Is there sufficient quality data to generate desired results?
assume 5-15% yields
What is the ideal data set?
Rather 500 targeted prospects than 5,000 cold calls
- Test the data prior to the campaign start date
- Work with your agency who will have access to data brokers
 - Basic data requirements:
Company name, address details, contact name, telephone number

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step 3: training & briefing

- Help the calling team to understand the proposition
 - Any specific offers / go to market message?
 - What are key pains in the sector at present?
 - Who are the key competitors?
 - Reference sites and case studies
 - Who are the target contacts?
 - What is a qualified lead?
(Agreed with sales)
- B** (Budget), **A** (Authority), **N** (Need), **T** (Timescale)

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step 4: lead management

"Most technology vendors have a broken lead management process"

- Who in sales will action the leads?
- In what format is information sent?
Lead routing must follow current protocol
- Is sales aware of script, approach & lead criteria?
*Have they bought in?
Are they motivated to call?*
- Involve parties in campaign set up
- Agree SLA on follow up & review process

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step 6: closing the loop & tracking ROI

- Review intelligence captured
- Regular review of opportunities
 - What has hit pipeline?*
 - What has closed?*
- Closed-loop reports

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Status	Count	%
Contacted	44	54%
Contacted – Sale Made	24	30%
Contacted – Sale Pending	7	9%
Contacted – Trial running	1	1%
Contacted – Quote requested/ received	2	2%
Contacted – Sale made elsewhere	2	2%
Contacted – Project on hold	3	4%
Contacted – Opp no longer exists	5	6%
Not Contacted	38	46%
Not Contacted – Sale Made	3	4%
Not contacted – Sale Made elsewhere	5	6%
Not contacted – Trial running	2	2%
Not contacted – Opportunity still exists	18	22%
Not contacted – No opportunity exists	10	12%
Total	82	100%

closing the loop

recommend for every campaign

- *optimises marketing ££*
- *ensures sales follow up*
- *accurately measures ROI spend and campaigns*
- *real results*

methodology

- *deliver and complete closed loop questionnaire*
 - *agree next steps with prospect*
 - *contact sales team, manage diary*
- *provide analysis & performance benchmark*
- *deliver report*

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step 6: closing the loop & tracking ROI

- Review intelligence captured
- Regular review of opportunities
 - What has hit pipeline?*
 - What has closed?*
- Closed-loop reports
- What is overall ROI vs Targets?

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telemarketing for training/education

"Why the poor relation?"

- Focus on deal value
Education sales typically low value
- Bundle the offering
Enterprise customers with multiple products
- Add education message onto other telemarketing programmes
Specific to up-sell/cross-sell campaigns

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questions...

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