



Keeping up with the Evolving Buyers

Telesales Checklist



1 UNDERSTAND THE BUYER

- ✓ Analyze Buyer Personas
- ✓ Research Market Trends
- ✓ Identify B2B appointment setting services Needs



3 SALES STRATEGIES

- ✓ Offer Value-Based Selling
- ✓ Implement B2B appointment setting services
- ✓ Align Sales with Buyer Journeys



5 TRAINING AND DEVELOPMENT

- ✓ Continuous Training for Sales Reps
- ✓ Foster Communication Skills
- ✓ Adapt to Change



7 COMPLIANCE AND QUALITY ASSURANCE

- ✓ Follow Regulatory Standards
- ✓ Quality Assurance Audits
- ✓ Data Security Protocols



2 CUSTOMER EXPERIENCE

- ✓ Personalize Interactions
- ✓ Provide Multichannel Support
- ✓ Optimize Response Times



4 DATA AND TECHNOLOGY

- ✓ Leverage CRM Systems
- ✓ Stay Updated with Call center services Technology
- ✓ Use Analytics for Insights and process improvements



6 FEEDBACK AND IMPROVEMENT

- ✓ Gather Customer Feedback
- ✓ Monitor Performance Metrics
- ✓ Adapt Strategies for Improvement

ProTip:

Forge success by partnering with a reliable BPO solutions provider, embracing change, and staying ahead in customer experience management!



TOP 10 BTL MARKETING & EVENT STRATEGIES TO GROW YOUR BRAND IN 2024



In today's competitive market, it's more important than ever to differentiate your brand and cut through the advertising clutter. Below-the-line (BTL) marketing offers a great way to do this by creating personalized experiences that connect you directly with your consumers.

73% of modern marketers believe that BTL marketing is more effective in a post-covid world

Global BTL Marketing Market to Reach \$1.3 Trillion by 2026



BEST BTL MARKETING STRATEGIES FOR 2024

MALL ACTIVATIONS
Engage shoppers with interactive activities, pop-up shops, and photo booths.

01

MYSTERY SHOPPING
Gain valuable feedback on your customer service and in-store experience.

03

MODERN TRADE ACTIVATIONS
Focus on promoting specific products or brands at large retailers.

05

ROAD SHOWS & CONTACT PROGRAMS
Connect with people in rural or remote areas, or target specific groups like businesses, corporations, or schools.

07

RWA ACTIVATIONS
Set up small shops and pop-up stores in residential societies to engage with buyers directly.

09

IN-SHOP MARKETING
Utilize displays, visual merchandising, samples, demos, and staff training to drive sales.

02

GENERAL TRADE ACTIVATIONS
Reach a wide audience of consumers through targeted activations at various retailers.

04

CORPORATE ACTIVATIONS
Build relationships with businesses and their employees through sponsorships, training programs, and networking events.

06

DOOR-TO-DOOR MARKETING
Build personal connections and provide sample offerings or distribute product catalogs.

08

EXPERIENTIAL EVENTS
Create memorable and engaging experiences for attendees to promote new products, generate leads, and foster customer loyalty.

10