

THE FIVE MYTHS OF TELEMARKETING

<http://www.slideshare.net/fredgwest1999/5dec14-42516104> ...

The lure of telemarketing is easy to understand...it is an easy job to get and the hours are flexible but, this is a job that comes with a battery of downsides.

The biggest downside is that these are hard jobs which are not for the shy or those who personalize rejection.

They are easy to get but, they are very difficult for you to keep because the jobs tend to be commission or draw against commission or require that you set "x" number of appointments or make "x" number of sales per day/week to keep your job. This is hard feat to do in good times but, in economic bad times, it becomes almost impossible.

The end result for 95 out of 100 (US DEPT of LABOR) people employed in this industry is unemployment. Unemployment this time becomes harder as you were excited about a company wanting to hire you, you started to breathe the fresh air of employment and start making plans and commitments that you will not (in the end) be able to keep. The excitement of being hired and having a job gives way (quickly) to desperation, pressure put on you to meet unrealistic goals and going home every night wondering if you will have a job tomorrow.

In the end you are far worse off than you were before you were hired because you may have rented a new apartment, bought a used car or made promises to your family about how your fortune was turning around. Within (usually mere weeks) you have gone from the top of the world to being in a far worse pace with new bills that you can no longer pay or having to return the car, leaving the new apartment and disappointing your loved ones.

This is the sad end for 95 out of the 100 people who started with you and you will then understand why the job was so easy to get. The business plan for this industry's success lies in their ability to bring you in, chew you up and spit you out. If your salary was a draw against commission then, you may owe them money and you will now have to deal with new bill collectors bothering you.

This is an industry that you must be knowledgeable of the many myths and urban legends that they use to lure you in. This knowledge can at least help you better select a company, if you still think that you can be one of the 5 out of 100 that are successful. We have collected a series of these to better prepare you to do employment battle and maybe, it a fair chance.

TELEMARKETING MYTHS

MYTH # ONE: ANYONE CAN DO THIS JOB.

The truth is that anyone who can talk and read a script can get hired. This does not mean that anyone can do this job. The job is very difficult and requires great cold calling and communication skills. Not everyone has the ability to call a total stranger and convince them that they need whatever you are selling. Not many people can successful deal with constant reject, anger and rudeness without taking to heart. An old salesman once told me that you have to believe in your product. He said that if you believe in what you are selling, you have a passion for the product/service and would buy the product yourself (or have); there is nothing you cannot sell. So the bottom line is that that most people are not in the position of selling products/services that they love, trust and use and this is (in part) why the failure rate is so high.

MYTH # TWO: THE JOB WAS ADVERTISED AS CUSTOMER SERVICE.

Any time you are calling people or receiving calls where you are selling a product/service this is telemarketing. A long time ago, employers found that when they ran an ad for telemarketers, no one would respond. Out of desperation and their sense of marketing, they found that when they relabeled the job as customer service, account representative or even appointment setter, they would get a big response. Today, the seasoned job seeker has learned that the employers use this trick and avoid the job category all together. This is a shame because real customer service jobs are many times a stepping stone to a good career with a large company. The real CSR jobs get lost in the sea of phony CSR advertisements. Real CSR jobs do not usually involve any sales or sales is a minor component of the job which usually amounts to upgrading services already have. The vast majority of real CSR jobs are inbound (where they call you) and deal with you getting information from them, dealing with problems or addressing concerns about existing accounts or taking orders (including dispatching). If you see CSR jobs that promise you a vast, kingly salary of thousands of dollars per month, this involves sales and is telemarketing not CSR.

MYTH # THREE: IT'S APPOINTMENT SETTING – THAT'S AN EASY GIG!

Appointment setting is the worse of the lot because you do all of the hard selling to get a client interested and then have to turn the sale over to a sales rep who might (usually) not feel a need to share their commission with you. Think about it and you will see what a terrible job this really is. You make the cold call to convince a total stranger that they need to make an appointment with your sales rep to buy a product/service that they do not need. People who are successful doing appointment setting are natural sales people with a rare talent that most of us do not have.

Here is a sample: {Ring...Ring} Mr. Jones? How are you Mr. Jones? If you were to get hit by a bus, would your family be protected? How would they survive?

I would like to introduce you to _____(to remain unnamed) insurance and I was wondering if I could schedule an appoint with our Family Security Expert to ensure that your family is well covered?"

This is a real script for a real insurance company here in the valley. Can you imagine getting a call like that at suppertime? How would you feel about them interrupting your family's dinner with this call? Thought so! See why this is such a terrible job.

The problem here is that job seekers confuse (many times by design of the employer's ad) this job with reservation agent/clerk. Again, if you are calling then you are an appointment setter and if they are calling you to schedule an appointment then you are an office clerk, receptionist (or in smaller companies you might be both).

MYTH # 4: THEY ARE OFFERING ME A SALARY NOT COMMISSION.

The reality of that salary is that it is tied into you generating more income to the company than they are paying you. This can be a draw against commission which means that they pay you a set salary (per hour/per month) but, it means that you have to generate enough commission (not sales) to cover the draw (salary). If you do not make the paid amount, you must repay them the difference. This is a terrible way to work as you cannot predict the commission you will receive because you cannot count on how much you will sell on any given week.

Even if they are paying you \$10/HR. as a salary like a regular job, you have to understand that you must meet a certain quota of sales or appointments scheduled per day or per week. If you don't meet your quota more than once, they then let you go. Most people are let go after 2-3 weeks because they were not making their quota (sales/appointments).

MYTH # FIVE: THEY SAY THAT I CAN MAKE UP TO \$5,000 PER MONTH

Any sales manager worth their salt is a salary optimist. Remember a good sales manager was even a better sales person. They became a sales manager due to their ability to look you in the eye (without blinking) and tell you that you can make up to \$5,000 per month in salary. They are not lying in a technical sense as they told you that you could earn “UP TO” that amount. I will tell you that you could earn “UP TO \$1 MILLION” and be just as truthful. “Up to means” that it might be possible to earn that much but; they didn’t say that you would. Did they? The reality is that you could make down to ZERO if you do not make enough sales. People including ourselves have a terrible habit of hearing what we want to and forgetting the rest. The truth is that if you could earn \$5,000 per month that easy...you wouldn’t be reading this. The reality of what you will earn and being able to build a life or raise a family with these jobs on a steady (monthly) basis cannot be calculated nor done by the average person.

A RAY OF HOPE...

There is a ray of hope in this depressing issue of the Used Job Shack and it comes from the fact that the same skill sets and abilities that are needed to be a telemarketer qualifies you for REAL Customer Service Representative (CSR) jobs that are not sales, pay REAL salaries at decent wages (\$12-18/HR. plus) and that are an entry job into a real career with a major company.

In fact, these jobs are readily available throughout the valley and do exist in mass quantities. They are easy to find but are more complicated to get. There is a process and we have taken the time to gather the Insider INTEL to educate you in how to navigate the process. The process does require that you be very pro-active in the application process, requires time, effort and commitment to follow the process. Those who do are (most times) rewarded with an opportunity to get a good job that could lead to a lifelong career – if you are willing to work for it.

This is not for the lazy job seeker. There is no quick fix of mailing them a killer resume and if you believe that there is, you should stop here. There is a REAL reason that eight out of ten applications get tossed. Any quick fix to the process is like trying to build a future on a plan of buying Lottery tickets. It doesn’t work!