



# Telemarketing Service

Kindly share the details you need for your telemarketing task below so that your telemarketing VA will be guided.

Average required time\*: Depends on the scope of work

\*Note, time may be faster or slower depending on the type of call, the length of script and how often the VA makes the call.

Process:

1. Please ensure you have the software for your VA to use in making the call. You can either use Skype or your own VOIP system.
2. If using skype, please provide your VA with your logins. Make sure there are enough call credits, and that your Skype account is linked to your caller ID. If no caller ID, it will show a private number on your customer's phone which reduces the chance of your customer picking up the call.
3. If using VOIP, please send your VA some instructions on how to set up.
4. Provide the VA access to any CRM or Excel where they need to update results from their call.
5. Provide VA with a script or instruction on what to say to the customer.
6. Provide VA access to where they can locate the customer details for them to make the calls.
7. If your telemarketing task is time sensitive, please instruct your VA to only do calls at a fixed time in the day.

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## Purpose of the call

*What is the name of your company or registered business?*

## About Your Business

*Share here what your business is all about so your VA will understand the background, what you offer, who is your ideal client etc.*

## Instructions

*Share here the overview of the task, background story, how you'd like your VA to accomplish the purpose of the calls? Example: Who should the VA say s/he works for? Who are they calling on behalf of?*

## When would you like the call to be made?

*Explain when you like the calls to be made? How many calls to be made?*

## About the database to be called \*

*Where did customer's lists come from? As some customers do not remember how we may have their contact details. Example did they subscribe to a newsletter? landing page? some sort of marketing campaign? or past customers?*

## What Tool Will The VA Use To Make Calls?

- Skype
- VOIP
- Other

## Logins

*Please share any logins or links, and describe how your VA can access the database where they can get contact information to make calls. Provide them details about what to do with the information gathered. If doing Appointment Setting, are their calendar tool logins you can provide?*

## Script

*Post here the copy of the script that your VA should follow when making the calls*

## Other Resources

*Kindly indicate above the link to webpages, files, and other references related to your Telemarketing task. Or, please indicate the name of the Staff with whom VA can ask for the needed resources to complete this task.*