



How B2B Telemarketing Increases Leads and Boosts Sales

Learn why outbound marketing
is so vital to business growth

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Executive Summary

Today's B2B marketing landscape is undergoing an overwhelming transformation. Artificial intelligence, personalized messaging, content marketing, chatbots, voice search and mobile marketing are just some of the tools and tactics that promise to revolutionize the way businesses market to each other. Yet despite these rapid advances, B2B marketing organizations claim that the fundamental task of generating leads is their most significant challenge.

At the same time, the phrase "do more with less" has become a dominant theme in many marketing departments. Marketing is being tasked to generate higher quality leads and do so with ever-decreasing budgets.

What's more, marketers must sort out the effectiveness and relevance of new marketing methods and not be swayed by the hype. Activities like social media marketing can be powerful, but they can also distract marketing from its core business objective, which is to generate qualified, actionable leads for sales.

Outbound lead generation via telemarketing promises to resolve these many challenges. Telemarketing is nothing new, yet it has evolved to seamlessly complement today's ever-changing marketing methods. Ultimately, telemarketing generates high-quality leads that empower sales to increase revenues and drive business growth.

Market Drivers

Outbound Marketing in an Inbound Marketing World

Inbound marketing tends to dominate the efforts of today's B2B marketing departments. 74 percent of organizations globally say that they primarily conduct inbound marketing.¹ B2B organizations are using their inbound marketing budgets

Now more than ever, marketers have better opportunities to develop relationships with their targeted buyers.

to accommodate search engine optimization, content creation, marketing automation and content distribution.²

This focus on inbound marketing is reasonable given the way the Internet has dramatically transformed buyer behavior. Gone are the days when prospects would read glossy, image-laden brochures that are all about a business and its products. Today's savvy, educated, and overworked prospects will only invest time in learning about a business if marketers offer them quality, educational, and relevant content.

The good news is that the barriers that previously stood between marketers and their prospects have fallen. Now more than ever, marketers have better opportunities to develop relationships with their targeted buyers. Today's inbound activities enable marketers to establish thought leadership, earn buyer trust, and cultivate long-term relationships with prospects and customers.

Outbound marketing complements inbound activities

While inbound marketing proves beneficial, outbound marketing activities such as telemarketing cannot be forgotten. An organization cannot sit idly by waiting for prospects to call. Generating high-quality, actionable leads for sales requires an integrated marketing approach.

Consider, for example, the marketing department that assigns a score to every prospect based on its interaction with inbound marketing efforts. The more a prospect downloads eBooks, subscribes to podcasts, comments on a blog, or interacts on Twitter and Facebook, the higher the score that prospect will receive. If the prospect reaches a certain score, the lead is passed along to sales.

The problem with this approach, however, is that these leads are not qualified. Marketing does nothing to determine whether the prospect has the budget for the product or service, whether the time is right, if the contact has the authority to make the purchasing decision, how much the prospect needs the product or service, or the size of the potential sale. Sales needs leads they can act on this month or this quarter. Unqualified leads or those that need to be nurtured over time get lost in the funnel.

This is where telemarketing comes into play. With a systematic telemarketing approach, marketing can follow up on leads generated by inbound activities and fully qualify them before handing them off to sales. In this way, inbound and outbound marketing activities complement each other to produce the high-quality leads sales needs.

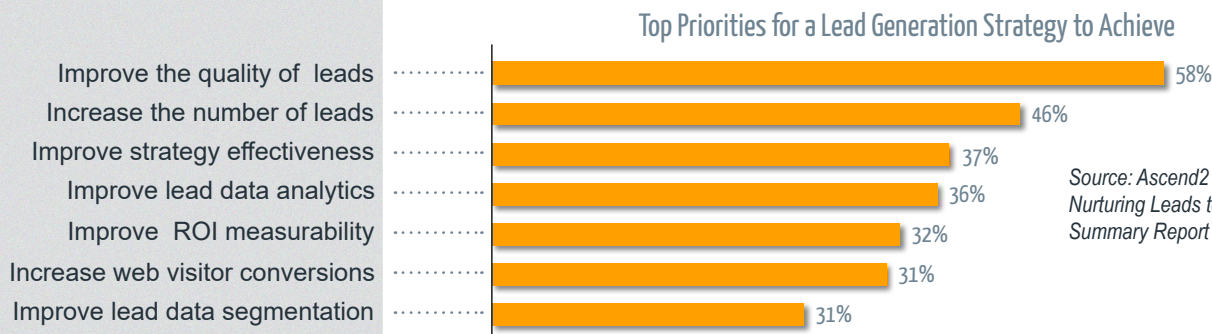
Challenges

Lead Generation Puts Sales and Marketing at Odds

Generating leads is top challenge

B2B marketers face many challenges beyond striking a balance between inbound and outbound activities. 65% of marketers say that generating traffic and leads is their greatest challenge.³ Plus, a mere 5% of sales reps agree that the leads they receive from marketing are very high quality.⁴

Ascend2's 2018 study, *Generating and Nurturing Leads to Create Demand*, substantiates these claims. It shows that the highest priorities for marketers are increasing the quality and quantity of leads—58% and 46% respectively.⁵



Sales and Marketing Alignment Proves Challenging

As a result of their difficulties in generating leads, many B2B organizations find that closely aligning sales and marketing departments is a key challenge. The quality and quantity of leads often stands at the center of the divide. In fact, sales teams never follow through on 50% of the leads generated by their marketing departments. These leads fall into the proverbial “sales lead black hole.”⁶

Fundamentally, sales and marketing frequently have varying definitions of what constitutes a high-quality lead. Sales teams often claim that marketing-generated leads lack the potential to result in sales and ignore all prospects who aren't ready to buy in the immediate future. On the other hand, marketing has a long-term perspective and considers lead nurturing to be an important activity.

Again, telemarketing comes into play. When marketing qualifies leads before passing them along, sales teams are much more likely to act on them. Plus, the objectives of sales and marketing become much more closely aligned.

Savvy marketers use telemarketing as a tool to cultivate relationships and build trust to ultimately convert prospects into customers.

In-House Telemarketing Is Fraught With Difficulties

For these reasons and more, telemarketing plays an important role, whether it's to generate leads or qualify them before handing them off to sales. Yet many organizations that attempt to establish an in-house telemarketing function find it difficult. In-house telemarketing activities are often expensive and ineffective. Their effectiveness is compromised by several factors:

- Calls are made by junior team members who cannot fluently communicate marketing messaging.
- The telemarketing function is assigned to team members who have many other responsibilities.
- An ill-suited caller will be discouraged by rejection and find anything else to do.
- Telemarketing is often done informally with no supporting plan or campaign.
- Training, list development, and other responsibilities delay results.

What's more, in-house telemarketing requires management with specific management skills. Not every marketing manager makes for a good call center manager. A call center manager must effectively track results, train agents on how to respond to objections, and motivate agents in the face of rejection.



Solution

Outsourced B2B Telemarketing Generates Results

While telemarketing is nothing new, it's been around longer than most people realize. In the late 1950s, telephone call charges began to drop, paving the way for businesses to capitalize on the ease and effectiveness of the phone. Since then, many marketing organizations have found that telemarketing performs consistently and proves to be a popular lead generation activity.

This popularity, ironically, is typically cited as a problem by telemarketing's critics. Some suggest that the telemarketing industry is saturated, reducing its effectiveness. Others criticize the invasive nature of telemarketing, characterizing it as disruptive, intrusive, and sometimes aggressive. Critics describe a room full of underpaid high school graduates or college students, some who don't speak the native language fluently, making cold calls to random organizations that have no need for the product or service being offered.

In today's B2B telemarketing environment, none of these characterizations stands up to scrutiny. Savvy marketers use telemarketing as a tool to cultivate relationships and build trust to ultimately convert prospects into customers. They realize that intrusive, haphazard telemarketing is not only ineffective, but also potentially harmful to the brand. When performed by highly trained, college-educated agents and guided by a strategic marketing plan, telemarketing proves highly effective.

In fact, 88% of B2B businesses find telemarketing to be either very effective or somewhat effective in generating leads.⁷ By and large, B2B marketers believe in the power of telemarketing. When done effectively, it can reduce the cost of sale, reveal valuable market intelligence, allow marketers to vet prospects before they move too far along in the sales process, and build valuable, lasting relationships with prospective buyers.

Benefits of B2B Telemarketing

A Direct Approach

There are many reasons for telemarketing's popularity, particularly for B2B organizations. When done right, telemarketing can directly and immediately gauge a prospect's interest in or need for a particular product or service. When speaking directly to a prospect, telemarketers can ask questions to ensure the relevance of their product or service. Plus, the organization can effectively explain the merits of any technical or complex product offering.

The Human Touch

In addition to being direct, telemarketing proves effective for its ability to develop a rapport with prospects. This human touch carries a psychological appeal that many social media marketers attempt to harness. Psychologically speaking, prospects are much more likely to listen to a sales pitch if they feel that they have a relationship with the company. This human connection also improves the likelihood of a prospect remembering the company when it comes time to purchase the product or service. This human touch is much more lasting than any flyer or email.

Qualified leads

As mentioned above, sales teams are often frustrated with marketing leads that aren't qualified. With telemarketing, every lead handed to sales is thoroughly qualified. Sales never wastes time meeting with someone who hasn't expressed a clear need for the product or service or who doesn't have the necessary budget or

purchasing authority. And when marketing owns the function of generating qualified leads, sales teams can focus on closing sales rather than chasing prospects.

Integrated marketing

Even the strongest supporters of telemarketing would agree that it can't stand on its own. The most effective telemarketing campaign is one that is integrated with many other marketing activities. In this way, calls can be made to follow up on direct mail and email campaigns, tradeshow, webinars, and more. Even when marketing has nothing more than a list of company names, telemarketing can intelligently develop a database of decision makers and influencers. This information can be used in cold calling and also be applied to future direct mail and email campaigns.

In fact, telemarketing improves the effectiveness of marketing endeavors. Due to better targeting and modeling, direct mail response rates to in-house files have increased substantially over the last few years to about 9%.⁸ That's good, but when marketers follow up with a phone call, the response rate can increase even more — sometimes up to 25%.

Insource or Outsource?

Once marketing recognizes that telemarketing is part of a highly effective lead generation campaign, the next step is determining how to go about it. The primary consideration is whether it should be done in house or be outsourced.

Above, we discussed several of the challenges associated with running an in-house telemarketing function. In addition to being of questionable value, in-house telemarketing is expensive and time-consuming.

Studies show that the cost per lead is significantly higher for in-house telemarketing. Typically, in-house telemarketers invest an average of 10% of revenues, compared to 7% for outsourced lead generation. Plus, in-house telemarketing can take longer to achieve results. On average, it takes six months to a year to determine whether an internal lead generation team is producing results. By comparison, it takes only three to four months to evaluate whether an outsourced team is fulfilling contractual expectations.

Outsourced telemarketing agencies also prove more effective because they typically:

- Specialize in B2B, leveraging their knowledge
- Have experience with the industry at hand
- Understand the complexity of B2B products, pricing, and value propositions
- Assign high-quality, college-educated agents
- Employ native speaking and multi-lingual agents
- Offer sophisticated, real-time reporting
- Fulfill defined objectives and offer a high ROI
- Have a proper training regiment in place

By specializing in outbound lead generation, these organizations are highly qualified to perform all kinds of telemarketing activities including lead generation, account based marketing (ABM), contact profiling, cold call marketing, lead nurturing, and more.

Conclusion

Today's B2B marketing organizations are undergoing a fundamental transformation as new marketing technologies begin to dominate the marketing landscape. Yet many B2B marketing departments find that the fundamental task of generating quality sales leads is their most significant challenge. Consequently, many sales and marketing departments are misaligned. Marketing leads are ignored, and highly paid sales teams chase after prospects to generate their own leads.

Telemarketing holds the power to resolve these many challenges. As savvy marketers have realized, telemarketing is highly effective in cultivating relationships to build trust and convert prospects into customers. Ultimately, telemarketing generates the high-quality leads that empower sales to close deals, increase revenues, and drive business growth.

Endnotes

- 1 [The State of Inbound 2018, p.5, HubSpot, 2018](#)
- 2 [The State of Inbound 2018, HubSpot, 2018](#)
- 3 [The Ultimate List of Marketing Statistics for 2019, HubSpot, 2019](#)
- 4 [The State of Inbound 2018, p.35, HubSpot, 2018](#)
- 5 [Generating and Nurturing Leads to Create Demand, p.6, Ascend2, 2018](#)
- 6 [2018, Sales Enablement Benchmark Survey Report, Refactored, 2018](#)
- 7 [2011 B2B Marketing Benchmark Report, Marketing Sherpa, 2010](#)
- 8 [Compu-Mail, 35 Direct Marketing Statistics for 2018-2019, 2019](#)



About the Author

Jeff Kalter, Co-Founder and CEO

Jeff Kalter is the co-founder and CEO of 3D2B, a B2B telemarketing firm that helps sales and marketing organizations across the globe generate qualified leads, cultivate relationships with targeted buyers, and grow existing customer accounts.

Jeff co-founded 3D2B in 2003 after recognizing a need for high-end global telemarketing services for B2B companies. What started as a small, two-person company has grown to a multinational business with more than 100 employees. Today, he leads the company in all strategic endeavors, including marketing, business development, and operations. Before founding 3D2B, Jeff held key positions in advertising, marketing, and sales for companies in high-end apparel, industrial waterworks, and technology.

Jeff earned his bachelor's degree in architecture from the New York Institute of Technology. His background includes experience in graphic design, and he is a certified Salesforce.com administrator.

Happily married since 1995, Jeff devotes his free time to his passion for animals, cooking, skiing, scuba diving, and all things techy. Born and raised in New York City, Jeff currently resides in Rome, Italy and New York City.



About 3D2B

Established in 2003, 3D2B provides B2B telemarketing and lead generation services to help foster customer relationships and boost sales across all industries. With offices in Rome, Italy and Tampa, Florida, 3D2B assists sales and marketing organizations across the globe.

Founded on the principle of providing quality, specialized B2B telemarketing and lead generation services, 3D2B prides itself in the fact that its agents are highly educated, natively speak the languages they cover, and have industry-specific experience. For more information about 3D2B, visit www.3D2B.com.

Learn More

To learn more about how 3D2B can help you generate leads and improve the effectiveness of your sales and marketing organizations, contact us at **+1 813 320 0500** or **+39 06 978446 60 (EMEA)** or visit us at www.3D2B.com.

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