

## Telemarketing Report

**Name:** Tony Sample

**Date:** Tuesday, July 30, 2002

They are in the top third of the population in terms of reasoning speed. In training situations, they will learn more quickly than the average Telemarketing Salesperson. In most formal telemarketing training programs, they may feel that the pace of the class is too slow. It is important that they use their advantage of learning speed to focus on more applications of the training information that is provided instead of wanting more information. In training situations that allow for individual pacing, they should be allowed to progress at their own pace, although still focusing on the application. They can usually learn new product information quickly.

This faster learning and reasoning speed enables them to solve problems quickly. This level of reasoning speed is well-suited for Telemarketing Sales positions that involve dealing with a constantly changing field of problems. This problem solving ability essentially involves their faster projection of the consequences of different choices. This also allows them to think of a wider range of alternate solutions. This is a tremendous strength in telemarketing sales presentations, as they can think on their feet and are capable of adapting to the prospect's changes of direction during the presentation.

It is probable that their grasp of abstract concepts will be faster than that of the average telemarketing salesperson. This is a particular advantage when selling intangibles or conceptual products and services. Their focus on strategic sales opportunities can be a problem at times when immediate sales are more critical. They see so clearly where things are going to be that they may underestimate the challenges and obstacles of the moment. Businesses must have a clear vision of where they are going, but it is equally important to deal effectively with the needs of today. It is important that they have good sales management to support them in this area. It is also important that they supply others with the trail of reasoning that supports their vision. A faster learning speed allows them to essentially take shortcuts in their thinking that may not be apparent to others. This can even lead others to view their thinking as incomplete or impulsive, since their logic is not clear.

It is important for them to frequently ask checking questions during telemarketing sales presentations to ensure that the prospect is following their reasoning. It is critical that they understand this inherent communication problem: They process information faster than the average person. While this is a powerful asset, they sometimes tend to communicate information faster than the average prospect can acquire it. It is essential that they learn to slow down and match their delivery to

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their audience. It is a good thing for them to encourage the prospect to ask questions often, and they should continually confirm that what the prospect heard is what they intended. They must also ensure that their explanations are complete, providing all of the information necessary for the prospect to understand how the product or service works in that situation.

They are extremely flexible in terms of adapting to new situations. Their creative thinking helps them improvise when necessary. They have difficulty following a set telemarketing script. They tend to adapt each presentation to that particular prospect, improvising as necessary. Sometimes the changes will work better; sometimes they will work less effectively. This inconsistency is difficult to manage. It also fails to make use of the company's previous successful experience that produced the current procedures. It is important that they establish a base of consistently successful sales activities and leave their creativity for the unusual sales situations.

They enjoy a high level of people contact, and therefore will perform best when working with others. Telemarketing calls provide another source of that people contact, and their pleasure will generally be communicated to the customers. Their ability to communicate enthusiasm to others over the telephone is their greatest asset in telemarketing. It is important that they have opportunities to socialize with co-workers. Such times should be regulated however, as their love of talking can easily consume too much productive time. Solitary working conditions will de-motivate them. They will work best with a presentation in which success depends more upon an enthusiastic delivery than on consultative interaction with the prospect. Programs that depend upon careful listening will be very difficult for them. If there is information to be gathered, a form-driven process will work best. Ideally such a process can be incorporated into computer fields that ensure proper completion and the asking of all necessary questions.

They are comfortable with a high level of confrontation. When properly trained they generally handle multiple stalls and objections while continuing to close for the order. They want to stay in control of their environment and may find that outgoing telemarketing allows them to do that. They tend to speak directly and challenge things with which they disagree. They may sometimes be seen as too pushy by prospects who are uncomfortable with their high level of assertiveness. It is important that they learn effective closing skills to use their strength to the best advantage. They can become argumentative when under stress.

They are generally described as a self-starter. They have a strong internal competitive drive that pushes them to win and do better than others. They are easily motivated by contests that have individual winners. It is important for them to know how to keep score of their success in the job and particularly, how well they are doing compared to others. Many short range contests are more effective than one that is long range. Their strong drive to win can be somewhat disruptive in a team environment. It is important that they be given opportunities to excel as an individual, and that they channel their competitive energies to the team's competitive goals. They are unlikely to share their best ideas or selling secrets with

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other members of the team. They can become defensive when discussing weaknesses or performance problems. They can become impatient when dealing with others who they feel learn more slowly than themselves.

They are sensitive to emotional signals from others. This allows them to sense how prospects are responding to their presentation. This same sensitivity makes them more vulnerable to taking rejection personally. They feel stress more quickly and can become frustrated with some of the challenges of cold calling. It is also difficult for them to sit still for long periods of time. It is important that they have a sufficient level of activity to deal with the extra energy they have from the stress.

They are usually somewhat organized and can handle a moderate amount of detail. Their planning is generally short to mid term. Their schedules are flexible and allow for unexpected changes. They can usually adjust to the unpredictability of incoming telemarketing calls. They are also organized enough for most outgoing telemarketing operations.

They have answered the questions frankly and directly.