



answerNet
WHITE PAPER

**Preparing for an Outbound
Calling Campaign**

About AnswerNet

AnswerNet is the largest privately held telemessaging company in the world and a full-service provider of inbound, outbound, automated, electronic and business process outsourcing (BPO) call center services.

AnswerNet operates over 50 contact centers within the continental United States, Canada and one near-shore location in Costa Rica.

We provide a wide range of services, from our core capabilities of telephone answering, hotlines, customer service sales, lead qualification and market research to a variety of business process outsourcing options including CRM hosting, email management and order processing.

Compile your list

The calling list can be compiled from a variety of sources: Purchased from a list broker, compiled from your past/current customers or perhaps leads that didn't close. You know best who you want to reach, based on the needs of your business. The most important thing about your list is to make sure that the contact data is as accurate as possible. Remove any duplicate records, bad phone numbers or other information that could delay the agent from reaching decision makers quickly.

Sometimes, getting the list completely accurate will not be possible. Tell your call center service provider when you are not certain about the quality of your calling list. A quality call center company, such as AnswerNet, may suggest testing a sample to avoid disappointment or a large cost to call a list that will not perform.

Have your script or talking points ready

All outbound campaigns either need scripts or talking points for the agents to follow. Writing a compelling script is important for your success. It's a good idea to role play the script before you implement it to make sure that the information flows well and sounds conversational. It may take a little testing and tweaking to get the script just the way you want it. If you don't know how to write a script, at least identify the major points the agent must cover in each call. Most experienced outbound firms, like AnswerNet, will be able to assist you in scriptwriting for maximum impact.

Get your SAN number

If you are calling consumers, your list will need to be checked against the National and State Do Not Call (DNC) registries. To accomplish this, you will need a Subscription Account Number (SAN) and be registered as a telemarketer. The toolbox at www.telemarketing.com/tools has a white paper to explain that process. Having a valid SAN is critical, as no reputable telemarketing company will work with you unless you are registered, nor should your business risk working with a call center that does not require one. For more information on obtaining your SAN, go to the National Do Not Call (DNC) Registry at <https://telemarketing.donotcall.gov>.