



# MDS TELE-SERVICES NEWSLETTER

Hello ,

**Scary, I know,  
but  
Don't Use a Script!**



**Your business-to-business telemarketing could be more successful.**

Your script can be your crutch, your comfort blanket. However, if you are concentrating on reading a script, it can make it harder to listen to your client and to respond intelligently to what they are saying. It can, therefore, not get you the result you hope for.

Listening is the most important thing. Use your client's answers as a guide to asking the right questions to achieve your aim, whilst at the same time fulfilling their goals.

When we are looking to buy something important, we appreciate talking to someone who tries to understand our needs and helps us find what we want. Try using the same approach when telemarketing.



**Useful questions to consider are:**

- **What product or service are you currently using?**
- **How successful is it for you?**
- **How long have you been using it?**
- **Are you interested in making a change? If so, what is your timescale?**
- **What is the ideal solution that you are looking for?**

**Make sure you gain specific details that can help you recommend a solution.**

**Use interested, probing questions, try to really understand your client's situation and the issue they are trying to solve. This understanding enables you to choose the right product or service to meet your client's needs and let him or her know exactly how it will help.**



**Then you will both reached a successful solution!**

**Would you like to save time? [Outsource Your Telemarketing.](#)**

**MDS Tele-Services can help with**

- **Order and Enquiry Generation**
- **Customer Relationship Building**
- **Appointment Making**
- **Market Research**
- **Database Cleansing**

*We aim to work in partnership with our clients by offering cost effective, flexible marketing packages to suit all budgets*

**Contact us to find out how we can help you fight for your corner of the market.**

Contact us here or call us on 01636707445



MDS Teleservices

Windsor Road, Newark, Notts, NG24 4HX

Tel: 01636 707445

Fax: 01636 707482

Mob: 07930386775

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