



# MDS TELE-SERVICE NEWSLETTER

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## What is Telemarketing ?

Telemarketing or telephone canvassing is a widely used means of finding and contacting potential customers.



If you use telemarketing to promote your business there are some important regulations that by law you must comply with.

What is Telemarketing?  
Telemarketing is a widely used method of marketing. Businesses use telephone

canvassing to make potential customers aware of their products and services. It consists of businesses making telephone calls to possible new clients or existing customers. Due to new technology this has now expanded to include video conferencing calls. Often these are to existing customers but can be to potential clients.

Telemarketing is mainly used to promote a product or service, but can include surveys and information gathering. When you call a business that your company has not dealt with before this is known as cold calling. It means that the consumer has not purchased from your company before and they have not requested a call from you. You can purchase lists of potential contacts from data providers. These can be tailored to provide information of businesses who have similar interests or purchasing histories and who fit your company's target market. Regulations and Laws Governing Telemarketing There are a number of regulations that govern how telemarketing can be used, but the main ones are the Telephone Preference Regulation and Data Protection Regulations.

Telephone Preference Service or TPS. The Telephone Preference Service (TPS) is a central opt out register whereby individuals can register their wish not to receive unsolicited sales and marketing telephone calls. It is a legal requirement that companies do not make such calls to numbers that are TPS registered. It also requires that all call lists are checked against the register and it is a legal requirement that all organisations (including charities, voluntary organisations and political parties) do not make such calls to numbers that are TPS registered unless you have their consent to do so. All call lists including those that you may have purchased must be updated every 28 days.

## Data Protection

Names, direct telephone numbers and personal emails are classed as personal details. If you hold these on file for canvassing purposes you must comply with the data protection regulations. <https://ico.org.uk/for-organisations/guide-to-data-protection/key-definitions/>



## Direct Marketing Association

The Direct Marketing Association has lots of information and guidelines that can assist you to comply with these rules and regulations <https://dma.org.uk/guide/telemarketing-guide>

**Would you like to save time? Outsource Your Telemarketing.**

MDS Tele-Services can help with:

- Order and Enquiry Generation
- Appointment Making
- Market Research
- Database Cleansing

- Customer Relationship Building

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.  
Call us on 01636707445

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