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# Call center outsourcing for dealerships

16 JAN 2018 BY: MICHAEL KANSKY

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While this type of approach has helped companies in other industries become much more effective, outbound telemarketing carries to be an excellent way to reach prospects. Business process outsourcing providers are a direct beneficiary of these technologies. BPO call centers have grown all over the world as a way to provide affordable providers to companies in places where labour is expensive. Savvy company owners can harness this new technologies and keep the reliable practice of generating sales through outbound marketing. Call centers in the world now offers companies with a way to implement Business-to-consumer, Business-to-business telemarketing, and appointment setting services in a cost effective way.

Choose whether you'd like to use inbound telemarketing, outbound telemarketing, or even a virtual assistant that may fulfill several roles. Many people consider inbound marketing to be the same as customer service. Inbound telemarketing is marginally different than customer support since it includes the telemarketer as part of the sales process. Customer support typically requires a representative to answer

inquiries on behalf of an existing customer. In latest years, loan providers have done an especially good job outsourcing mortgage telemarketing services. Normally, the lender will generate leads on-line, and the telemarketer will manage inbound queries. The telemarketing agent will answer basic mortgage related inquiries, and set up a consultation with the prospect and with the loan officer.

Outbound telemarketing includes the telemarketer cold calling prospects that aren't expecting a call. The initial step to launching an outbound marketing campaign is to define your market. Once you've determined exactly who you're attempting to reach, put together a marketing list for your telemarketer to call. Customize a short script which will assist your telemarketer efficiently promote your services or products to your intended market. Determine whether your campaign will be Business-to-business or B2C. Business to company campaigns typically involve with the telemarketer getting past a secretary, or gatekeeper. Send the script into your telemarketer and let him practice overcoming potential objections.

Set up a telephone to role play with the script with your telemarketer. This can give you the first idea of how a telemarketer will sound over the telephone. Once

you've completed the script, have your telemarketer call prospects for a couple of days, and see how it goes. Check back in with your telemarketer, along with get some feedback. Some entrepreneurs have hired virtual assistants through telephone centers Abroad. This could be advantageous to companies that need a wide range of services to performed along with telemarketing. Outsourced virtual assistants can manage appointment setting, data entry, inbound marketing, and outbound marketing. Your call center service provider can have different requirements for telemarketer than they do virtual assistants, so it's significant to define their role in advance.

Ok now that you read this not so well written article explaining convoluted steps of implementing inbound/outbound campaign, turn to HelpSquad [24/7 staffed live chat virtual assistant for dealerships](#) to get it all implemented for you within 48 hours and begin converting browsing visitors on your website into real leads sent to you in ADF/XML format, right into your CRM database for sales person to close.



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