

Telemarketing is a proven cost-effective tool in obtaining new clients

Utilised in a professional manner, with clearly defined objectives, it can be used to promote a wide range of specialist services, build long-term valuable relationships and increase brand awareness with your key targets.

Telemarketing will enhance the results from your other marketing activities:

- Responses to mailers
- Follow up on PR, press articles or advertisements
- Follow up on seminars, exhibitions and networking events
- Ongoing client relationship support

[Download the benefits of telemarketing here](#)

2020 Member comments:

"One of the most important benefits of our recent telemarketing campaign is that it has been a cost effective marketing programme producing a quantifiable rate of return on investment. Typically, the annual return on our investment has been in the region of 3 - 6 times the spend, depending upon the campaign.

After cost effectiveness, identifying other significant benefits is more subjective, however, our list in order of preference is as follows:

- New clients and resulting fees are often larger than our average current client
- We can measure the return for each campaign and cut out poor campaigns early
- Newly acquired sales skills have vastly improved our opportunities with existing clients
- We can respond to changes in legislation or market conditions within days, whereas mailings, PR and adverts can take weeks and sometimes months to produce any quantifiable results
- After three years of using Chartered Developments our brand is very well known and appreciated and the resulting database can be used for other marketing activities."

For more information on how Chartered Developments can help your practice, email Rose Edwards rose@chartdev.co.uk, call +44 (0) 1395 280500 or pop by their stand at the 2020 "Members Day Out" on the 5th March.