

New Telemarketing Service brings dramatic results

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"We wanted to offer something more than the usual quantity-driven telemarketing service," says Rowan Marketing Director David Owen. "Because we specialise in end-to-end sales and marketing processes and have the hands-on experience, we can test the market assumptions of our customers and improve the chances of success before even a single telephone call is made. In fact, what we are providing is the combined services of a telemarketing company, marketing agency and sales consultancy - all at a rate that is more cost-effective than most telemarketing agencies.

Traditionally telemarketing tends to be a scattergun approach where large numbers of irrelevant contacts are made, simply because the name and number are on a list. Rowan's approach is to validate routes to market where needed, test the targeting and get the messaging right before picking up the phone. This has significantly increased the number of successful calls leading to good quality follow-up opportunities or appointments. It also improves the conversion rate of these leads to customers.

"It's not about getting a large number of sales leads that go nowhere," adds David Owen. "What we provide is quality feedback on the company's sales & marketing approach and how it can be implemented more effectively to maximise the results of the lead generation campaign. At the end of the process we are able to deliver quality contacts with an exceptionally high conversion rate - which means less wasted time and better results for our customers."

Rowan Group helps a wide range of businesses, from major companies to start-ups, to make their sales and marketing more successful and deliver increased revenue and profits. The company uniquely specialises in taking a hands-on approach to help its customers improve sales productivity and revenue performance. Where other consultancies are well-known for weighty reports on what needs to be done, Rowan gets involved at the sharp end, leading change from the front and becoming part of the client's team. Combining the best in practical sales experience and the highest quality business processes, Rowan helps businesses by delivering improvements in top-line performance and commercial outcomes. From getting innovations to market to leading transformation in sales, Rowan focuses on the top line to help customers meet their revenue and profit targets.