

**Accreditation** : This Module is a Nationally Accredited Course  
**Title** : **ICTCC340A – CONDUCT A TELEMARKETING CAMPAIGN**  
**Field Of Study** : **SALES**

### What is this course all about?

This unit applies to telemarketing involving sales using a set call guide from a database of contacts and may involve both inbound and outbound calling. It includes review of the campaign process and performance and the management of negative customer contacts.

### When you have finished this course you should be able to demonstrate your ability to:

#### Prepare for a campaign

- ❑ Study and clarify campaign details and prepared contact guides.
- ❑ Learn the features of the product/service to be marketed by training or otherwise.
- ❑ Discuss and agree operational boundaries.
- ❑ Familiarise with the proposed technology and customise where appropriate
- ❑ Identify and agree on sales targets.
- ❑ Identify and familiarise with the fulfillment processes.

#### Conduct a campaign

- ❑ Make customer contact in the most efficient manner possible.
- ❑ Conduct contact in accordance with contact guide, enterprise policies and procedures.
- ❑ Answer all customer queries with professional responses.
- ❑ Explain features and benefits of products to customers where appropriate.
- ❑ Use active listening techniques to create positive customer responses
- ❑ Improvise on call guide content to suit customer needs.
- ❑ Identify positive sales responses from customers.
- ❑ Develop positive customer responses into sales opportunities.
- ❑ Close sales efficiently.
- ❑ Escalate customer queries which cannot be satisfied in accordance with enterprise policy.

## Manage negative customer responses

- ❑ Counter negative customer responses to the product or organisation with positive features and benefits.
- ❑ Respond to personal or irrelevant negative customer responses politely.
- ❑ Identify the limits of the organisation's tolerance to negatively responding customers.
- ❑ Identify when to end a negative customer contact.
- ❑ Identify negative customer responses which require escalation and escalate appropriately.
- ❑ Perform normal operations after receiving a negative customer response.

## Complete sales

- ❑ Record all details of sale accurately and in accordance with procedures.
- ❑ Discuss and agree payment arrangements with customer and actioned in accordance with enterprise policy.
- ❑ Advise customers of payment procedures.
- ❑ Record and verify credit card details with customer where appropriate.
- ❑ Discuss and agree delivery arrangements with the customer and recorded and actioned, where applicable.
- ❑ Activate the fulfillment processes necessary to complete the sale.
- ❑ Privacy requirements are fully applied during the transaction.

## Record campaign results

- ❑ Collate and present contact records in accordance with enterprise policy.
- ❑ Record and report any difficulties not escalated.
- ❑ Analyse performance against agreed targets to identify future improvement.
- ❑ Amend any errors in databases.

## Some examples of individuals that will benefit from these courses are: -

- ❑ Managers
- ❑ Supervisors
- ❑ Team leaders
- ❑ Sales Staff
- ❑ Customer Service Staff
- ❑ Technical Specialists

You will have better skills & knowledge and familiarise yourself more in the following areas -

- ❑ Meeting of agreed call/sales ratios.
- ❑ Achievement of sales targets.
- ❑ Accurate application of pre prepared call guide.
- ❑ Management of negative customer contact without disruption to operations.
- ❑ Accurate recording of sales, payment and delivery arrangements.
- ❑ Successful handling of difficulties incurred during campaign.
- ❑ Customer Service Skills.
- ❑ Selling Skills.
- ❑ Marketing Principles and Practice
- ❑ Listening Skills.
- ❑ Interpersonal Skills.
- ❑ Teamwork.
- ❑ Credit Techniques.
- ❑ Enterprise Protocols Associated with Customer Service
- ❑ Consumer Protection.
- ❑ Operational Environment: Customer Base, Company Products and Services.
- ❑ Operational Systems.

You will have better knowledge and familiarise yourself more in relevant legislation, codes, regulations and standards which include:

- ❑ Privacy Act;
- ❑ Consumer Protection;
- ❑ EEO and Anti Discrimination Legislation;
- ❑ Telecommunications Act;
- ❑ Freedom of Information;
- ❑ Environment;

**What Recognition will you achieve?**

Where demonstrated competencies has been achieved in accordance with the endorsed Australian Quality Training Framework (AQTF) standards, a Statement of Results can be issued for those competencies successfully completed in this course. These can be combined with additional competencies achieved later, and together may build towards the issuing of qualification, at Certificate II plus.

### How will you be assessed?

Demonstration of competencies for this qualification is achieved via formal assessment. Participants complete a work related project/activities, which incorporates the range of competencies covered for each unit. At completion of each module these activities will be handed in to your trainer, assessed then returned with relevant comments to keep you informed with your progress.

### Will you be eligible for subject exceptions?

The units can be completed through attendance at MTG training courses. You may have already attained some competencies covered in the units through previous training, work, or life experience. If you feel you can already demonstrate a competency, then you should apply for **Recognition of Current Competencies (RCC)**. An RCC application form can be found in the MTG trainee welcome kit where you can fill out and fax back to us on (03) 9854-6124 or simply visit our website on [www.matrixtraininggroup.com/downloads.php](http://www.matrixtraininggroup.com/downloads.php) in order to download this application.

### What training materials and training aids will you have?

1. **Learner Guides:** - Matrix Training Group will supply each trainee with a module for each unit which contains must know information, learning activities and projects, which will keep you enthusiastically involved in the course. Upon completion of each module these activities will be handed in to the trainer, assessed then returned to trainees with relevant comments to keep you informed with your progress.
2. **Online Support:** - Your Trainer is always available through E-mail & Website support. Our website address is [www.matrixtraininggroup.com](http://www.matrixtraininggroup.com)
3. **Telephone Support:** - You may call your trainer during business hours for over the telephone support.