

Print puts them in control.



Telemarketing is the crudest form of cold calling and, with the growth in do-not-call lists; its effectiveness has sunk to an all-time low. In fact, a Time magazine poll ranked telemarketing number four on the list of the worst ideas of the 20th century. Today, it has gotten to the point that many companies stay away from the phone because they don't want their reputations damaged by overeager telemarketers.

But what happens when we add print to the equation? Send prospects a personalized mailing that introduces the caller and lets them tell you the best time to call. Now you're putting the prospect in control of the situation.

There are no more interruptions at dinner. There is only a positive flow of information between the marketer and the consumer. The bond starts to get stronger, the relationship grows, and the sale becomes a natural progression of the power of print rather than a rude intrusion.