



◆ ◆ Enduring Ancient Advice ◆ ◆



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The Greek God Apollo, when consulted at his Delphic Oracle, offered the advice "Know Thyself" to each of his followers many millennia ago. Never has this advice been more sound than in the sphere of modern business administration. And in business, the only relevant prospect from which to view thyself is from the prospective of thy customer's. The tools utilized today fortunately entail a process far less mysterious, and more mechanical, than the consultations of yore.

In order to see one's self from the eyes of another, the primary tool available today is the tele-survey. This method succeeds in combining the mass outreach that is requisite for the achievement of big

numbers, with the personability needed to ascertain those individual opinions that make up the intricate mosaic of public opinion. Success in business is all about precision in the marketplace. If a properly budgeted business flounders, it signifies that it is not accurately reflecting and fulfilling the needs of the consumer, and exploration within this realm needs to commence immediately. When survey results are explored and put to an action plan, it rests upon a foundation which a successful operation can flourish. One must achieve accord with the will of the consumer.

Design of the Questionnaire. A survey is only as good as the questions asked. Therefore, consultation with a professional firm could prove advantageous. But if it is a home-made operation one prefers or requires, there are some cardinal guidelines whereby to conform. Time is essential, so questions must be pointed and conducive to one's immediate gain. Queries should be in the form of open-ended and closed ended suggestion. Proper query formulation shall improve with experience, and a seasoned telecommunicative pro shall possess skill enough to direct or adapt the dialogue in whichever direction he/she

pleases while pleasing the respondent on the opposite end of the line. One must be reminded to avert one's questions from appearing biased or confusing.

Benefits of Surveying. Seeing one's self through the perspective of a hundred others (like any other spectrum, not just in business) gives one a hundred extra pairs of eyes, all critical and full ready to leave feedback. This drastically reduces the margin of error that exists when speculating exactly who, what, when, where, why, and how one can provide for and serve his/her consumer base. By the completion of such an endeavor, one might additionally be pleasantly confronted by a common side-effect: the establishment of a substantial and professional consumer database, tailored and conformed to the specific informative needs of one's own company. The survey shall also highlight ones greatest advocates, allies, and potential references that his/her company has previously served well, another's word can often make the difference when a sale or business relationship is pending. Finally, concerned consumers shall not only appreciate the caller's efforts, but whether they like it or not, one's company's name shall be etched into their minds more deeply than some subliminal message he/she might have heard on the radio, especially

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if the caller is impressive in his/her art.

Know thyself; the god was on to something.



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specializing in telephone marketing. Looking for superior appointment setting, survey, database clean-up or training on introductory calling? Maybe you just want more info on some of the information presented here. Email at amanda@marketreach.biz or call at (609) 448-6364.

