

## Who can benefit from Telemarketing?

- New businesses looking to expand and grow in size
- Companies wishing to enter into a new market sector
- Companies launching a new product or service

## What makes us different?

- Unlike many Telemarketing companies, we research and clarify information to ensure this is always accurate and relevant.
- We provide detailed monthly reports to keep you up to date of our progress and, should you wish, we will call you at the end of each day to keep you fully informed.
- Our policy is one of complete honesty and transparency.
- We liaise closely with our clients and only handover genuine, qualified leads thereby increasing the chances of a successful outcome.

## Our experience

- Hayward Miller's Telemarketers are from a range of different backgrounds; all are experienced and fully trained before working for our clients.
- We work across a variety of sectors and company types including engineering, marketing, IT, manufacturing, construction, recruitment, online platforms, logistics and business services.

### Our Values

**Outperform** - We outperform the competition and our clients' expectations.

**Results-Driven** - Measuring our success through our clients' achievements.

**Unique** - In our vision and the way we conduct our business.

**Pride** - We take pride in ourselves, each other and our work.

**Belief** - We believe in our clients and their business.

## Contact Us

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Telemarketing



“Working with industry towards a profitable and successful future”



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### What is Telemarketing?

Telemarketing is much more than cold calling. Many people assume “anyone can do that”, but to be a successful Telemarketer, a certain type of personality and skillset are essential.

We build lasting relationships through our tenacious yet friendly Telemarketers, never hard selling.

We train alongside each new client to ensure everyone is fully informed when talking to potential customers.

“They took time to understand our company and created strategies around how best to market our services.”

**Richard Baker** - Founder of BakerWilcox  
Find more testimonials on our website.

### What does Telemarketing involve at Hayward Miller?

- Lead Generation
- Brand Exposure
- Telemarketing Scripts
- B.A.N.T Qualified Leads
- Appointment Making
- Customer Support
- Upselling
- Telesales

### Lead Generation

Identifying and approaching potential customers, turning cold leads into warm through continuous nurturing and regular follow ups.

### Brand Exposure

Raising awareness of your company via strategic telephone and email contact.

### Telemarketing scripts

We create optimised telephone and email scripts designed for success in your target sectors; you fully approve scripts before we utilise them.

### B.A.N.T. Qualified Leads

B.A.N.T. stands for budget, authority, need and timeframe. This is a method of assessing the quality of prospects and tracking them through the sales qualification process.

We are your Sales Team

Relationship Building

Lead Generation

Customer Service

Brand Awareness

### Appointment Making

Arranging appointments for you to meet potential customers.

### Customer Support

Providing general office administration, updating systems and databases and also collecting invaluable feedback from customers.

### Upselling

Providing existing customers an opportunity to purchase higher end products, upgrades or additional items.

### Telesales

Selling your goods or services over the telephone and raising awareness of your product.