YOUR OWN CALL CALL CENTRE?
THAT IDEA SUCKS.
I WON'T BE A PART OF IT.

Spring 2014, Munich: the founder, a telesales trainer frustrated with his job, lowers his eyes. His ambitious business idea was simply dismissed with these few nasty words. Yet they were spoken by a friend whose opinion he valued highly, and that carried weight.

WHAT DID A TELEMARKETING SERVICE PROVIDER NEED TO DO TO BE REALLY AWESOME?

They agreed to devote all further discussions to answering this very question. The founder did not let up, hounding the friend with pizza always at the ready. And he succeeded. A heated exchange of ideas began, weighing up the opportunities and risks of a new telemarketing service provider. It was all based on the founder's experience since he knew all the tricks.

FACT 1:
THE CALL CENTRE INDUSTRY HAS A MISERABLE REPUTATION!

That’s exactly what the friend said. Nobody likes to be sold anything. And no one likes to talk to poorly trained, unhappy telesales ‘monkeys who are kept penned up by their exploitative bosses, like battery hens with a VoIP connection. It’s an extreme view, but that’s just what the strategist could picture. Nevertheless, there was high demand with many entrepreneurs looking for qualified sales support. But please – nothing like before.

Insight 1: A new company would need to break with the rules of the industry and create something new to be proud of – a new quality in telemarketing.

FACT 2:
MARKETING
AND SALES
DO NOT TALK
TO EACH OTHER.

You Did know that? Salespeople roll their eyes because ‘the marketing people’ have come up with something new again. ‘And we’re supposed to sell using that?! The marketers have no idea what it’s like on the frontlines’. People in marketing who understand the on-site reality for those in sales? Non-existent. On the other hand, sales operatives who have an understanding of higher-level strategies? Also extremely rare.

Insight 2: A new company would need to ensure a strong dialogue across disciplines through excellent consulting efforts so that friction between people does not lead to a loss of energy, but a gain in knowledge.

FACT 3:
SALESPEOPLE DO NOT KNOW ENOUGH ABOUT BRANDS.

No matter who you ask, everyone always readily agrees that the brand is key to a company's success. But then nothing is done. Let's be honest: what do you know about brands and how to build and manage them? There is usually no time for strategic questions, at least not before the next trade fair. And how do you implement this in sales? In many companies, quarterly targets take precedence, otherwise there will be pressure from above.

Insight 3: A new company would need to ensure a better understanding of the brand among its clients and train all employees to become brand professionals so that it creates something bigger in the long term than just sales.

FACT 4:
LEADS
ALONE
ARE NOT
EVERYTHING.

Salespeople need to sell, otherwise they lose their bonuses. That's why good sales agents are also real 'bloodhounds' who won't leave the customer alone until they close the deal, or they literally die. And this tenacity to make a sale is a good thing, but a sale alone does not guarantee a happy customer. Closing-focused, short-term thinking puts customers under pressure – and pressure does not build trust. Only when trust is built in many places does a strong brand develop to protect the company in good and bad times. A 'no' is not a bad thing; it's a fork in the road to another 'yes'.

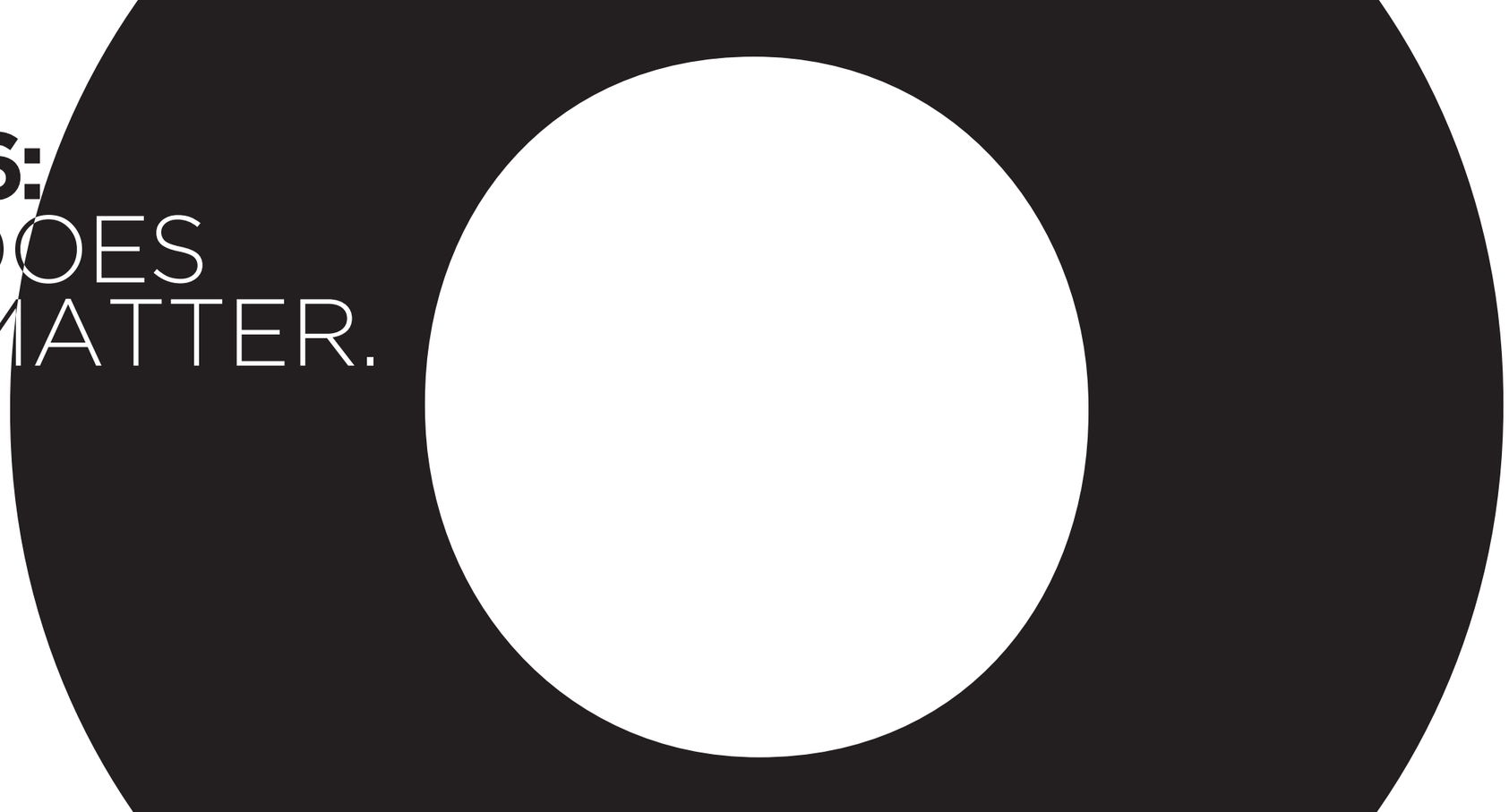
Insight 4: The employees of a new company would need to be good at selling and fully capable to charm and flirt with the customer so that in the end no-sayers become yes-sayers in one way or another.

FACT 5:
PEOPLE ARE
ARE JUST
INTERCHANGEABLE
TOOLS.

Selling over the phone is usually an assembly line-like activity. It's qualitative relationship work squeezed into a quantitative corset: tables, reports, call times, conversions, leads. If you don't perform, you're fired. And cheap human resources are plentiful. It's no wonder that the call centre industry – along with Chinese coal mines – has the worst employee satisfaction ratings. Yet it is the employees on the phone who represent their clients' brands. That's where they score the most wins or suffer the most damage: in conversation with people. No image campaign can fix what goes wrong there.

Insight 5: A new company would need to ensure that its employees genuinely love their job and have a strong sense of responsibility for the brand impact of their clients.

FACT 6:
SIZE DOES
NOT MATTER.



In large telesales companies, projects are run by small teams. And size says nothing about quality. At most, it is the factor to blame for having to engage in competitive pricing strategies during difficult times. There's no question that you have to face up to your competition, but you don't have to get caught on the back foot and pass the pressure on to your employees. Far too often – for precisely this reason – work is done according to the 'deadline or scorched earth' principle. A condition that makes the hair of every brand technician stand on end.

Insight 6: A new company would need to be able to say 'no' and only work for those entrepreneurs who really care about their brand as well as those who are aware of the consequences and implications of being represented in the cheapest possible fashion, and what that could mean for their brand.

THAT'S HOW IT WORKS!

And so that was it: the list of things a new company needs to do to be better. A utopian endeavour. And as Che Guevara said:

'Be realistic, demand the impossible!'

So that meant:

- No 'business as usual' in the telemarketing business
- Attune short-term and long-term sales goals
- Reconcile brand thinking
- Share knowledge about creating brands
- Be authentic and represent clients with charm, competence and passion
- Be better than others at dealing with the people who drive success who drive success
- Have the courage to say 'no'

And then, we got to work. By now it was mid-2014 and the company had been joined by someone else: the project manager. He was an unconventional go-getter who complemented the team perfectly and had a lot of practice in pulling off large projects for customers.

AN IDEA BECOMES REALITY:

HÖRER UND FLAMME

OUR PROMISE

Achieving sales goals in the short term and brand goals in the long term is Hörer und Flamme's mission. We're passionate about brand conversations. About conversations around our clients' brands. About conversations that are brands themselves. As persistent listeners, we learn more about what your clients want and advise them better than others, so they get fired up for the brands you entrust to us. This is made possible by our highly trained brand angels, who love to charm and flirt with prospects and clients alike, as previously mentioned. They're brand professionals who work every day to ensure that people will choose our clients' services more often tomorrow than they did yesterday.

BRAND PERFORMANCE
MODULE 1
EVOLUTION

BRAND DEVELOPMENT AND LEADERSHIP IN SALES

- Strategic market and competition analysis
- Elaboration of unique selling propositions
- Verbal staging of brand presentation
- Advice on how to prepare and follow up campaigns
- Creative integration of telemarketing measures into the overall communications mix
- Employee training to improve brand awareness

BUSINESS REVOLUTION

PERFORMANCE
MODULE 2

SERVICES FOR DATABASE PRE- AND AFTER-SALES

- Data collection
- Data validation
- Data aggregation
- Database construction and maintenance
- Training sales staff
- Consulting on the introduction and use of CRM systems

SALES SOLUTION PERFORMANCE MODULE 3

OUT-SOURCING IN CUSTOMER CONTACT

- Primary market research
- Outbound telesales activities
- Scheduling services
- Follow-up campaigns

THE THREE AT THE CAMPFIRE

FLORIAN HABICHT
The founder. He has many years of experience as a freelance telesales professional and trainer in small and large call centres. Today he leads new business and marketing at Hörer und Flamme.

RALPH KRETZSCHMAR
Ralph is Partner and Head of Infrastructure and Development. He has worked with large teams in well-known telemarketing companies as a project manager so he knows the technical challenges of project planning. At Hörer und Flamme he is responsible for the technical implementation of your projects.

TANJA BROCKMÖLLER
Tanja is Managing Director and Head of Client Management. She is responsible for continually improving processes and developing new sales concepts. Tanja brings her years of experience in leading positions in the international IT sales environment, as well as in social media and search engine marketing.

HÖRER UND FLAMME

HÖRER UND FLAMME
Am Söldnermoos 17
85399 Hallbergmoos

T +49 89 71 677 81 0
F +49 89 71 677 81 99

info@hoerer-flamme.com
www.hoerer-flamme.com