

## About Us

Shortlist Marketing is a B2B telemarketing and lead generation company based in Nottingham.

We thrive on creating intelligent and integrated campaigns that generate real results and value for our clients. For us the telephone is at the centre of all successful B2B lead generation activity, and our staff are great with it.

## Testimonial

**Micross' Manging  
Director Gavin  
Morgan said**

“Our team has a great relationship with Shortlist’s callers and it’s incredibly easy to communicate to them our thoughts and plans.”

# Telemarketing Data Sheet

## Why Telemarketing?

Successful B2B sales is all about relationships. People buy from people and relationships are still formed through effective communication. With the endless introduction of new digital communication mediums, the one thing that remains constant is that good quality telephone conversations can not only generate high quality sales appointments, but also improve the ROI of any other marketing and lead generation activity.

## Our Approach

You’re trusting us to represent your brand, so it’s not only imperative that we put great experienced callers on your campaign, but it’s vital that we both invest the time and effort in training our staff on your products/ services, company and markets.

Effective B2B telemarketing isn’t just about closing every conversation today, but building up a solid pipeline through practical questioning and intelligent sales conversations. This approach not only uncovers immediate opportunities, but will ensure you have a healthy pipeline with a steady stream of high quality sales openings.

## Our Staff

The key to us is the right people. The average age of our callers is 46, all of whom have sales, industry or commercial experience. This approach ensures that we can have meaningful conversations with senior decision makers within your target market with callers who have the experience and confidence to drive the sales conversation forward.

## Our Customers

We have many years’ experience of quality telemarketing across a wide range of companies and industries including:

