



Michael A. Brown's

Business To Business By Phone[®]

First Quarter 1995 Edition

CONFERENCE REVIEW

Direct Marketing to Business. Another big success! This year's major themes: customer retention through contact consistency and quality; marketing via the Internet; and marketing/sales re-engineering.

Examples: Allocate up to 40% of marketing budgets to developing existing accounts instead of the typical 10%-15%. Temper your excitement about Internet opportunities with caution: the "I-way" is a *communications medium*, not a marketing panacea. Step up to re-engineering issues such as stopping the "tyranny of geographic territories" and overhauling compensation.

CONGRESSIONAL T-COM PANEL AT WORK UNDER NEW LEADERSHIP

We're watching with great interest the House Telecommunications Subcommittee. Under its new chairman, Rep. Jack Fields (R-TX), this important panel will be considering whether/how to regulate business-to-consumer phone abuses.

We hope and trust they'll do so without unduly restricting *business-to-business* phone marketing. You can help make sure Congress recognizes the differences and acts accordingly! Please write to *your* representative and/or Rep. Fields at the House Office Building, Washington, DC 20010.

HAPPY WITH TRAINING?

According to a Gallup poll reported in *Workforce Training News* magazine, here are the percentages of respondents who say they are "very or somewhat" satisfied with training from:

- Associations or industry groups, 55%
- Community colleges, 56%

- Off-the-shelf packages/books, 57%
- Private consultants/firms, 80%

I'm not quite sure what to make of these numbers. They either could mean that almost half of all training products and services are way off the mark, *or* that respondents using the products and services didn't identify the mark correctly but then criticized the provider for missing it.

On the positive side, 80% satisfaction with training consultants means smart companies like yours are getting better results and ROI through collaboration with experts than by acquiring generic materials or going to public classes.

But I don't think 80% satisfaction is good enough. You deserve to be *more* than 80% satisfied with Redwood! Are you? Please call me with complaints, praise, and ideas. We're in it together! (800) 373-3966. Thanks!

"CALLER I.D. TECHNOLOGY THREATENS CIVIL LIBERTIES"

Peter Crabb, Assistant Professor of Psychology at Penn State University, describes Caller ID as "a disaster for privacy and freedom." Caller ID formerly was known as Automatic Number Identification (ANI).

In Philadelphia's *Welcomat* magazine, Prof. Crabb writes that Caller ID services originally were developed so that phone companies could determine which numbers to bill for long distance calls. But in 1988, the long distance carriers began *selling* the services to telemarketing firms and other companies. The result: marketers can know who you are and where you're calling from *even before they answer your call!* Crabb writes that he was "stunned" when a company he called answered by saying "Hello Peter" rather than by identifying themselves.



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Crabb concludes that although technical "experts" consider Caller ID necessary for the "Information Superhighway," he worries that Caller ID runs right over your civil liberties. What's your opinion? I'm on the "superhighway" at michael@michaelabrown.net

"SOLD AND HIRED!"

A phone marketing applicant has surprised and delighted us in a creative and fun way. At just the right time in his interview, he reached into his attaché case and took out his own personal headset, already adjusted to work with the phones at his potential employer! He put it on and demonstrated his excellent phone techniques. He won the job!

RESOURCES FOR DOING BUSINESS TO BUSINESS BY PHONE

Publications

TeleProfessional magazine, 1 800 338-8307. Full range of important topics including strategies, tactics, telecom equipment. Good editorial content.

Sales & Marketing Management magazine, 1 212 592-6200. Frequent pieces about integrated marketing and increasing emphasis on business by phone.

Associations

Some clients have gone to local and/or national *American Telemarketing Association* events, with mixed reviews. Examples: "Nice to meet with people facing similar issues." But also, "It's very basic, with the same old people saying the same old things."

The *Direct Marketing Association*, (212) 768-7277, has phone marketing interest groups and business-to-business days. I'm speaking at two of

their upcoming events, so I'll report more next time.

Conferences and Events

Direct Marketing to Business. Strictly business, strictly first class in content and conduct. See Review on Page 1.

Business To Business Database Marketing. Very good premier last November. This year's event will be in Dallas, Oct. 23-25.

University of California, Santa Cruz Extension. Twice yearly phone marketing classes by me and Mac McIntosh.

York University, Toronto, Executive Development Center. My **Business To Business By Phone**[®] program, May 1-2.

Stuff To Avoid

Telemarketing magazine. Most editorial is by advertisers. Lots of business-to-consumer.

The Telephone Doctor. Videos and audios. The "Dr." wears a white lab coat.

High Tech Direct conferences. Overpromise. Underdeliver.

Call Center magazine is OK, but mostly for phone techies.