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Subject: Re: OT: What do you do to sales people on the phone?

Posted by [cheesesoda](#) on Thu, 30 Mar 2006 16:35:25 GMT

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I happen to like capitalism. I like the fact that people can make themselves successful and don't have to answer to anybody for it.

Telemarketing is... marketing. Marketing isn't always the most convenient for the consumers, but it gets the job done. Marketing is about one thing, and one thing only. It's to sell the product. You can't just sell the product and expect people to buy it just on chance alone. How do you get sales? You build it upon the quality of your product and the name of your product. How do you get your name out there to where it becomes trusted? You advertise. How do you advertise? TV and radio commercials, billboards, flyers, and telemarketing.

Business is economics. The whole point of business is to make a profit. You don't look for the nicest ways of making a buck, you look for the easiest, cheapest, and most effective. If something works, you do it. Telemarketing obviously works, so it's going to be used. Get over it. You are a consumer. Companies want your business. They can't get your business if you don't know about them or their product.

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