



The Chartered  
Institute of Marketing

# CAMBRIDGESHIRE EVENTS

# MAY

SEASON 2005-06

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**Bin the scripts, ditch the mega lists, concentrate instead on an intelligent approach.  
Whether for lead generation, selling or research, better B2B telemarketing at ARM on**

**Tuesday 23 May, 6.00 for 7.00 pm**

# Telemarketing

**How to do it better in B2B – and make a positive impact  
on your company's bottom line**

**Sureya Landini, Managing Director, Blue Donkey Limited**

"Intelligent telemarketing is about a truly collaborative two-way conversation between two consenting adults – where the caller is a good listener, not a good speaker, and the taker is a willing participant," says Sureya Landini, our speaker this month.

"It sits on the basic premise that if the product is right, the database well selected and the message is sound, the proposition cannot fail to engage.

"With intelligent telemarketing, making the right call often enough to the right recipients can be the making of a great business," she says.

"We emulate the approach clients would take if they were setting up their own intelligent telemarketing team.

"It is far removed from the fast 'churn and burn' model developed for the consumer sector and morphed into scripted calls for the B2B environment.

"Formulaic, scripted consumer telemarketing models that make people

cringe don't work in B2B – the prospect soon smells a rat.

"I shall explain why, and why calls that are more akin to a normal business call with someone you know is far more effective."

Sureya is passionate about telemarketing and will be offering advice on what makes a good call, how to create powerful first impressions and how to make effective calls repeatedly.

She will also cover

- Business development using the phone.
  - The importance of good lead generation and powerful questioning techniques.
  - Building a 'power' database to deliver a steady stream of new business.
  - The fundamental importance of training to build upon good human contact.
- Sureya's talk about unscripted, one-to-one dialogues could help you to knock on doors you thought were impossible to open.
- **CIM study course – Communications.**
  - This event qualifies for 1½ hours **CPD.**



**Sureya Landini, 38, is Managing Director of Blue Donkey, the 'intelligent' telemarketing company she founded in 1997.**

**As maverick as its founder, Blue Donkey's service is the opposite of the common perception of telemarketing.**

**In 2004, Sureya won the Institute of Directors' East of England Business Woman of the Year award – having won the IoD's Enterprise Award in 2003.**

Bring your clients and colleagues to ARM so they can enthuse about your ideas and learn more about marketing.

Coffee, soft drinks and sandwiches from 6.00 pm.

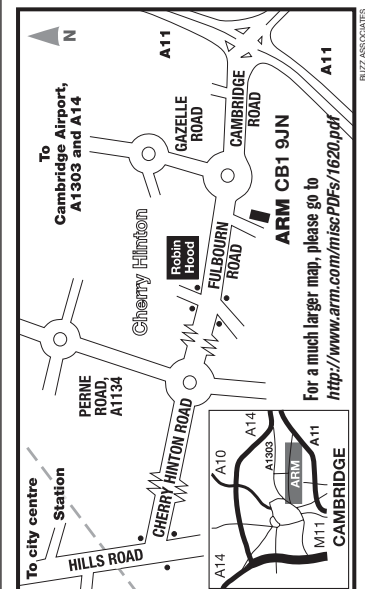
Book your place by faxing (see form), e-mailing or phoning the CIM bookings hotline – 0141 221 7700 – with your credit card details.

CIM members: £10.00.

Non-members: £15.00.

Students with NUS card, OAPs: £5.00.

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