

RESPONSIBLE TELEMARKETERS' CHARTER

Ten rules to live by:

- 1: Respect the people you call and treat them like humans. Their time is valuable, so make this call worth their time.
- 2: Only use TPS checked contact lists. If someone doesn't want to speak, respect that and remove them from your list.
- 3: Realise it is damaging to annoy potential customers.
- 4: Don't lie.
- 5: Do your research and make sure what you are offering is relevant.
- 6: Listen to customers' needs. This is not a battle.
- 7: Invest in training for your callers to develop their skills.
- 8: Always be polite and professional.
- 9: No automatic diallers as they can create silent calls that are unnerving for some people.
- 10: Use intelligence from the conversation to make your next call even better and more relevant.