

Telemarketing Executive Job Interview Questions And Answers



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Telemarketing Executive Interview Questions And Answers Guide.

Question - 1:

Tell me what experience do you have in call center?

Ans:

If you are fresher and you don't have experience then you mention something that can relate you with the call center like I have worked in desktop support or holding a certificate for mass communication etc. You are experienced then not an issue.

[View All Answers](#)

Question - 2:

Tell me how you handle pressure?

Ans:

To handle the pressure situation, I always try to keep focus on work and avoid frustration.

[View All Answers](#)

Question - 3:

Explain should I send a mailer out beforehand?

Ans:

Statistics show that a good mailer with a follow up call can provide great results, speak to someone like Hanne Widmer for your mailing needs.

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Question - 4:

Tell me do you enjoy working in a team?

Ans:

Any work in an organization requires a team work. So, answer to this question should be always positive.

[View All Answers](#)

Question - 5:

Explain how will campaign results be reported?

Ans:

On a daily basis, we will split the data into several sections. The main section will remain as it is, but we will copy and paste things like, Appointments, Short Term Leads, Long Term Leads, Info requests, and client to deal with, into separate sections for easy access. Normally done in Excel.

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Question - 6:

Explain how much time do you need to put together a campaign?

Ans:

One working week, so we can prepare the data, brief the telemarketer and make sure everything is in place to start.

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Question - 7:

Tell me what is your typing skill?

Ans:

This question means how many words you can type in a minute. If you know the number you can mention it but if you don't know than just tell them that I have a



good hand on it.

[View All Answers](#)

Question - 8:

Tell me who supplies the data?

Ans:

The client does. This can be bought from people like, there are two main reasons for this:

- a) some telemarketing companies will add a margin on top and sell you the same data.
- b) The data is licensed to you and not the telemarketing company. No telemarketing company I know holds data inhouse of specific data.

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Question - 9:

Explain how you rate yourself on communication skills?

Ans:

Call center always look for an employee with good communication skills, and you can rate yourself near 8-9 out of 10.

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Question - 10:

Tell me how will a typical campain run?

Ans:

Before a single call is made everything must be agreed by both parties, from qualification process to what is being said, communication throughout the campaign is paramount, if things are not going to plan you have to choices,

- a) moan about it and blame the telemarketing company your working with.
- b) work with them to find out what is going wrong, is it a bad time of year, is it that people do not really understand the product//service. There is always an answer for any campaign going wrong, you just need to find the right angle

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Question - 11:

Tell me can you handle multiple calls at the same time?

Ans:

If you have an experience of handling multiple calls, then tell them you can handle. In case you don't have experience tell them on given training I could handle multiple calls with ease.

[View All Answers](#)

Question - 12:

Tell me what will be said on the phone?

Ans:

After some intial consultation with the client we will come up with a script. The reason for this is synergy! This way the client knows what we are saying and they are happy with the enthisis we are putting onto certain areas of the conversation, that the qualification questions we are asking are correct, and through calling we will make minor changes depending on what response we are recieving.

[View All Answers](#)

Question - 13:

Do GGL work on commission or per appointment payment?

Ans:

No. There is no doubt that pressure selling over the telephone can achieve numerous unqualified leads, appointments or sales. We are not that kind of business. We offer a quality service using experienced staff who represent companies professionally when working on their behalf. The leads, appointments, information or sales generated are qualified and productive.

[View All Answers](#)

Question - 14:

How to improve customer service what will be your approach?

Ans:

To improve customer service, my approach would be to take feedbacks from the customer and ask them how we can improve more to help them solve their problem and render them a good service.

[View All Answers](#)

Question - 15:

Explain what can I do if I continue to get unwanted calls?

Ans:

Telemarketing calls made to a number which has been listed on the federal registry for three months, or which are on a company's "Do Not Call" list, violate Vermont law. If you get a call from a telemarketer that violates Vermont law, you have the right to sue the telemarketer for actual damages or \$500 for a first violation (\$1,000 for each subsequent violation), whichever is greater.



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Question - 16:

Tell me what is the difference between Telemarketing and Telesales?

Ans:

Telesales is the use of the telephone for selling and promoting products or services to a business or consumer base. The modern use of the word "Telemarketing" refers to anything related with the use of the telephone, including Telesales. For example research, event confirmation or database building and cleaning.

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Question - 17:

Explain how Many Calls Per Hour Can You Make?

Ans:

You might hear this question if you come to the interview with prior telemarketing experience. Be prepared to share how long your average call handle time was and how many calls on average you accomplished per hour. Explain any variables, such as if you used predictive dialing, and how those variables increased or decreased your efficiency.

[View All Answers](#)

Question - 18:

Tell us what if the customer is not happy with your answer or solution?

Ans:

If the customer is not happy with the answer or solution, then I will ask customer to hold the line and pass on the call to supervisor or a team leader.

[View All Answers](#)

Question - 19:

Tell me what according to you call center job is?

Ans:

This question is asked by interviewer to know what type of job you are applying for. So based on your answer they will decide what role or position they will assign to you like if you say that call center is about dealing with customer problems they will put you as customer associate but if your answer is that a call center is a new business zone, where youngsters are employed in numbers and get an opportunity to make their career, they might put you in a HR department.

[View All Answers](#)

Question - 20:

Tell me do GGL give added value when delivering a project on behalf of clients?

Ans:

Yes, always. We believe that every company should offer added value. This enhances the results of any project and allows for a true evaluation of results. Often spin off or additional enquiries provide valuable additional revenue from telemarketing activity. In addition we always offer our recommendations to our clients before and after any project to ensure that there is a constant improvement in all aspects of any phoning. GGL will not ask you to commit to long term complicated contracts. We are happy to work with you as and when required. If you like what we do and our service you will use us again.

[View All Answers](#)

Question - 21:

Tell me how do you charge for your services?

Ans:

We offer a variety of pricing models, including fixed fee arrangements, unit pricing, hourly rates, and monthly retainer arrangements.

[View All Answers](#)

Question - 22:

Tell me why do you want to work in a call center?

Ans:

I'd like to work in a call center because I have the skills to match the ones needed for this job. I graduated as a nursing student and during our on-the-job training, I learned a lot about communication skills and how to deal with people. As a nursing graduate, I am skillful in dealing with difficult people and patient in working with irate clients. In my course, we were taught how to be good listeners which I know, is a very valuable skill in this industry. Another reason I want to work for a call center is because I know that the benefits and pay in the call center industry are better compared to those in other industries. I also know from my friends that the chances of career growth in this industry are high. In the past, I have heard of people getting promoted overnight.

[View All Answers](#)

Question - 23:

Tell me what will you do if customer abuses you on the phone?

Ans:

The first thing that I will do is to stay calm and listen to the customers problem, and try to figure it out what made him/her annoyed. The next thing I will do is to ask politely to customer to calm down, and then assure him/her to solve their problem. The last thing that I will do is to keep check on certain thing that creates problem



to the customer and never let it repeat it again.

[View All Answers](#)

Question - 24:

Tell me what has been your most significant achievement?

Ans:

My most significant achievement would have to be graduating from college. I say this because for four years, I have labored so much to get good grades and recognition and it all culminated in my achievement of a college diploma.

[View All Answers](#)

Question - 25:

Explain is Cold Calling Dead?

Ans:

Some interviewers may throw in this trick question to measure your level of enthusiasm or knowledge of the industry. If the answer were yes, you wouldn't even be interviewing for this position. So prep yourself with a positive spin on the question:

A lot of conditions in sales can change, but connecting with people never does. When I pick up the phone and call potential buyers, I control what I say and how I say it. I can keep the call focused on the customer and the value the product can provide.

[View All Answers](#)

Question - 26:

Explain the types of customer service field?

Ans:

- * By phone
- * Public relationship
- * Face to face

[View All Answers](#)

Question - 27:

Explain why buy a TeleZapper instead of letting my answering machine or caller ID screen telemarketing calls?

Ans:

The TeleZapper is the only product that emits a signal that "tells" predictive dialer computers your number is disconnected. Unlike answering machines or caller ID, once the TeleZapper's tone is emitted, your number is removed from the computer's call list. So, as time passes, you'll receive fewer and fewer annoying telemarketing calls. If the computer gets your answering machine, your number is put back into the database to be called again and again ... and again. Most telemarketing calls show up on Caller ID as "out of area" or "private". But since many callers are identified in these ways, it's difficult to know who's calling and whether or not you want to pick up the phone. The TeleZapper really is a better solution to keep telemarketers out!

[View All Answers](#)

Question - 28:

Explain me one quality that you have which will not make me hire you?

Ans:

A lot of my friends say that I am a perfectionist. I never consider something done as long as I don't find it perfect. In my previous job, I sometimes would go on over time just to make sure that I complete all my tasks; and they are done to perfection. I show up for work every day, and I am never late. I remember that when I was still in school, I never missed an assignment or a project. I also remember that whenever we were tasked to come up with a play, I would always be the one who would be insisting that we practice three times a week, and all my classmates would complain and get mad at me saying that they only want to practice once a week. Being a perfectionist can be bad especially when the people around you are lazy but I believe that in certain situations, it can be a valuable trait.

[View All Answers](#)

Question - 29:

Tell me what Motivates You to Sell?

Ans:

With cold calling, keeping your motivation high is key. Convince the interviewer of your enthusiasm with these answers:

- * I really enjoy educating people on products that could help them or make their lives more enjoyable. I like to keep in mind that they would never know about these products if I didn't make that call.
- * I feel a lot of pride when I complete a sale and provide a great service to a new customer.
- * I am very competitive and enjoy achieving and surpassing sales goals.
- * I love the teamwork environment of working in a call center.

[View All Answers](#)

Question - 30:

Tell me is unwanted telemarketing a crime?

Ans:

Yes. Vermont law also imposes criminal penalties on telemarketers who call a Vermont telephone number without having first registered with the Vermont Secretary of State, unless the company is a federally-regulated financial institution (e.g. a federal bank), or is already regulated by, or registered or licensed with, one of the following Vermont governmental agencies: Secretary of State, Public Service Board, Department of Banking, Insurance, Securities and Health Care Administration, or Department of Taxes.

[View All Answers](#)

**Question - 31:**

Tell me how much of your calling is focused on consumers?

Ans:

None, except for calling small offices with one or two people. MCC is committed to high-end B2B calling programs where clients need to contact decision makers directly.

[View All Answers](#)

Question - 32:

Tell me how do you see yourself five years from now?

Ans:

In this question, the interviewer wants to know if your goals in life are in line with the company's objectives. It is good to be honest with the interviewer on this question so that expectations will be properly set.

[View All Answers](#)

Question - 33:

Tell me what makes you qualified to work in a call center?

Ans:

I am qualified to work in a call center because I possess qualities which makes one a good call center agent. I am very flexible; I don't have complaints with shift work or working at nights and with split days off. I am willing to learn, and I am not intimidated with learning new things. I am very patient, and I know how to deal with stress. I believe that these qualities make me qualified to work in a call center.

[View All Answers](#)

Question - 34:

Phone Based Telemarketing Executive interview questions:

Ans:

- * What were your annual goals at your most current employer?
- * Give an example of when you had to present complex information in a simplified manner.
- * If you worked as Telemarketing Executive, what are you doing?
- * How do you think I rate as an interviewer?
- * How do you evaluate your ability to handle conflict?
- * How do you let subordinates know what you expect of them?
- * How would you weigh a plane without scales?

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Question - 35:

Face to Face Telemarketing Executive interview questions:

Ans:

- * Have you ever acted as a mentor to a co-worker?
- * Tell me about a time when you successfully handled a situation?
- * Tell me about your work experience? How has it prepared you for Telemarketing Executive job?
- * What will you do if you don't get this position?
- * What assignment was too difficult for you?
- * Why are you the best person for this Telemarketing Executive job?
- * What motivates your best work?

Talk about desire to perform and be recognized for contributions. Stay focused on what is critical to the job. Having a plan for your future demonstrates motivation and ambition, both of which are important qualities.

[View All Answers](#)

Question - 36:

First Telemarketing Executive interview questions:

Ans:

- * What do you consider your strengths and weaknesses as Telemarketing Executive?
- * What parts of your education do you see as relevant to this Telemarketing Executive position?
- * Why did you leave your last job.
- * Have you had to convince a team to work on a project they weren't thrilled about?
- * Share an example of how you were able to motivate employees or co-workers.
- * Have you done this kind of work before?
- * What do people most often criticize about you?

[View All Answers](#)

Question - 37:

Basic Telemarketing Executive interview questions:

Ans:

- * Give an example of a time you successfully worked as Telemarketing Executive on a team.
- * Try to define processes and methodologies you use in your Telemarketing Executive job.
- * Which of your jobs had the most rapid change?
- * What is your personal mission statement?



- * Example of a time you have placed yourself in a leadership position.
- * Tell me about a time where you had to deal with conflict on the job.
- * How do you maintain a positive discussion?

[View All Answers](#)

Question - 38:

General Telemarketing Executive interview questions:

Ans:

- * Give an example of situations when your leadership skills were needed.
- * What support training would you require to be able to do this Telemarketing Executive job?
- * What do you do if you disagree with a co-worker?
- * What is your favorite memory from college?
- * What are the key values of a Telemarketing Executive? How do you demonstrate these values?
- * What type of work environment do you prefer?
- * How do you get a peer or colleague to accept one of your ideas?

[View All Answers](#)

Question - 39:

Informational Telemarketing Executive interview questions:

Ans:

- * Have you ever had to deal with conflicting deadlines?
 - * Give examples of steps taken to make each team member feel important.
 - * What are your weaknesses?
 - * How did you assemble the information?
 - * What have you learned from your past jobs that related to Telemarketing Executive?
 - * Tell me about an important issue you encountered recently.
 - * Describe a decision you made that was unpopular and how you handled implementing it.
- The interviewer is trying to see how well you would fit in to the position. Avoid talking about negatives, but highlight your achievement and how you did it. Inconsistent answers to Telemarketing Executive interview questions won't get you the respect and credibility.

[View All Answers](#)

Question - 40:

While talking to customer, what are the procedures you follow?

Ans:

- * Greet Customer
- * Introduce yourself to customer
- * Ask customer how you can be helpful to him/her
- * Listen to the customer patiently
- * Try to help the customer with best possible solution
- * Cross check the customer if he/she is satisfied with the solution
- * Make sure whether customer need any further assistance

[View All Answers](#)

Question - 41:

Explain the types of call center and what is the difference between them?

Ans:

The types of call center are

- * Inbound Call Center
- * Outbound Call Center
- * Inbound Call Center: In inbound call center, customer associate will receive the calls regarding the customer's queries or demands. Eg: Customer calling to Telecom Company to know the current tariff on internet service they provide.
- * Outbound Call Center: In outbound call center, customer associate will make calls to their customer, regarding business or sales related. Eg: When you receive a call from a bank offering a personal loan.

[View All Answers](#)

Question - 42:

Tell me where is Marketing Connections located?

Ans:

We are located an hour north of Boston, MA, near Manchester, NH, where clients traveling by air usually arrive. Our location is a convenient day trip from Pittsburgh, Washington DC, Philadelphia, and the greater New York area. We encourage you to visit us to meet our team and see first-hand the quality and professionalism that are the hallmarks of Marketing Connections.

[View All Answers](#)

Question - 43:

Tell me what types of clients do you work with?

Ans:

Our clients range from venture-backed start-ups to global 50 organizations. Our services are most beneficial to businesses with high-end products and services that need to focus their sales resources on face-to-face contact, proposals, and closing business.



[View All Answers](#)

Question - 44:

Tell me what are your goals in life?

Ans:

My short term goal is to have a stable job with this company. After working for a couple of years with this company, I would like to see myself take on more responsibilities like maybe become a supervisor or a trainer. Meanwhile, my long term goal is to have an upper management level position with this company.

[View All Answers](#)

Question - 45:

Tell me and explain what Are Your Strengths and Weaknesses?

Ans:

Bring up strengths that are important for telemarketing, such being a good listener, understanding customer needs, relating to customers and being a persuasive speaker.

When you point out a weakness, always follow up with how you've worked to overcome it, especially in a job setting.

[View All Answers](#)

Question - 46:

Tell me are you comfortable with night shifts?

Ans:

This is a question often asked for call center jobs, there are many multi-national companies that outsource their work to other countries. Such companies demand for night shifts as their working hours might be our sleeping hours. So always ready with positive answer for this question.

[View All Answers](#)

Question - 47:

Explain why we should hire you for our company?

Ans:

This question is an opportunity for you to showcase your talent and skill. You can convince the interviewer by bringing their attention on the talent you got and tell them how perfect you are for that job. Also, you can mention some innovative ideas or concept that can help increase the organization profitability and credibility. You can answer this question by saying that my past experience, my education and my personality actually fits to the job. I am a hard-working guy and a quick learner. Also, I like the concept or idea that the company is working on and that is what exactly I was looking for.

[View All Answers](#)

Question - 48:

Tell me how does my number get on telemarketing lists?

Ans:

You can get on telemarketing lists in many ways:

- * By having a listed telephone number
- * Through a reverse phone book organized by neighborhood
- * When you dial an 800 number that uses an Automatic Number Identification system (ANI) to record your number
- * Via credit information services, such as Equifax, etc.
- * By ordering products or services from direct marketers or catalogs, whether you order through the mail, from web sites, or via 800 numbers
- * By printing or including your telephone number on your personal checks
- * Even by simply paying your monthly bills

[View All Answers](#)

Question - 49:

Tell me when you call, do you use my company's name - or do you call as Marketing Connections?

Ans:

When we call, we use your company's name. We are an extension of your sales and marketing team and we represent ourselves as members of your organization to your prospects and customers.

[View All Answers](#)

Question - 50:

Explain what is your idea of quality customer service?

Ans:

My idea of quality customer service is going out of your way or going the extra mile to provide customer service or to help customers. It is not simply providing assistance according to what you are expected of.

[View All Answers](#)

Question - 51:

Explain are You Comfortable Making Cold Calls?

Ans:

Don't just say yes. Follow it up with why. For example:



* Absolutely. I enjoy reaching out to people with new products and ideas.

* I am comfortable making cold calls. I have found that some of my most interesting sales have been the result of a cold call, to someone who was rather unsure of their interest in my product at our first meeting.

* I don't mind making cold calls, but I prefer to start my sales cycle with a customer who has shown some interest in the product. Warm leads are proven to be more cost-effective in the long term, and they are a more efficient use of my time spent calling.

[View All Answers](#)

Question - 52:

Explain what is virtual call center?

Ans:

Virtual call center provides a technology or software service, through which the customer associate or agent can connect to their customer from anywhere. This technology involves host server and the equipments to run the call center. This service is rendered on monthly or annual subscription. Agents can connect to the host server and can get access to the customer data. The benefit of virtual call center is that you can work from home.

[View All Answers](#)

Question - 53:

Explain what are the key features you think that customer associate should possess to become perfect customer associate?

Ans:

Good listening skill, problem solving, concentration and patience are some key features that make a perfect customer associate.

[View All Answers](#)

Question - 54:

Explain what if people want info?

Ans:

This can happen a lot, and it is not just a palm off, you get to recognize which are genuinely interested and which are time wasters simply by asking a few questions before you end the call, many of the products we promote are things that people will not hand a credit card over for, they tend to be in the thousands of pounds and therefore take consideration before making a decision. Always have something you can send that will add favor to a potential client.

[View All Answers](#)

Question - 55:

Explain how do telemarketing calls work?

Ans:

There are several hundred telemarketing call centers in the U.S., with the majority of telemarketing calls being dialed by a computer known as an auto dialer or predictive dialer. Predictive dialers can dial 3-5 numbers simultaneously and can make as many as 500,000 calls between 8 a.m. and 9 p.m. When you answer your phone, the computer connects you to a live telemarketer who tries to sell you something. If you are not home or if the computer gets your answering machine, your number will be put back in the database to be called again later.

[View All Answers](#)

Question - 56:

Do GGL offer help to companies wishing to set up their own teams?

Ans:

Yes. GGL are specialists in the Telebusiness sector and offer comprehensive services which include Recruitment, Training and Analytical Diagnostic Consultancy. Please visit our Training website for much more information on the Training that we offer.

[View All Answers](#)

Question - 57:

Explain what is your expected salary?

Ans:

Whatever amount you give to people with my qualifications would be fine.

[View All Answers](#)

Question - 58:

Explain How Do You Handle Negative Customer Reactions?

Ans:

It's inevitable that you'll encounter angry customers who resent telemarketing calls. Explain your philosophy of handling such calls, and if you can, provide a specific instance that you handled well. For example:

I know customers are not always in the mood to receive a call. I find that apologizing often calms customers down. I always try to set up a callback time, because I don't want the customer to miss out on the valuable product or service I am offering them.

[View All Answers](#)

Question - 59:

What education and Experience required for a Telemarketing Executive?

Ans:

* Knowledge of sales and marketing principles and strategies



- * Relevant work experience in sales, marketing, promotions or telemarketing
- * Product knowledge
- * Proficiency in relevant computer applications

[View All Answers](#)

Question - 60:

Explain what is the key to get success in a call center?

Ans:

The call center is all about providing quality service to customer. If you are good at handling customer well and offering a good service then you can be successful in call center.

[View All Answers](#)

Question - 61:

Tell me what you understand with the term "Customer Satisfaction"?

Ans:

Any business depends upon the quality of the service you offer to your customer. To offer this, you need to understand the customers need and their problems. You have to think from their point of view and try to meet their demands and requirements. This is what "Customer Satisfaction" is.

[View All Answers](#)

Question - 62:

Do you know are all telemarketing calls prohibited?

Ans:

Certain calls are not covered by the federal registration law, including calls from political organizations, charities, telephone surveyors, and companies from which you have bought something or received a delivery in the past 18 months. If you do not want to get calls from companies that fall into any of these groups, tell the company or charity to put your phone number on their own "Do Not Call" list. Every company and charity is obliged to keep such a list.

[View All Answers](#)

Question - 63:

Tell me what amount of time is needed for a telemarketing campaign?

Ans:

I would suggest 20 days, although we do do 10 days as a minimum, this gives us the opportunity to not only get leads from those on the phone there and then but also deal with call backs and further info requests that may take time to convert, any less than this and you will not be giving yourself the opportunity for it to succeed.

[View All Answers](#)

Question - 64:

Explain what other sales and marketing services do you provide?

Ans:

We can develop marketing research programs and customer satisfaction surveys designed specifically to meet your information requirements.

[View All Answers](#)

Question - 65:

Tell me what results can be expected from Telemarketing?

Ans:

Telemarketing is not an instant short term fix or solution for solving business revenue problems and all results vary according to the product or service. We always offer our advice and recommendations to ensure that any project is formulated to produce the best results. This may be concentrated phoning in a very short period or short periods of phoning, but a longer project and will depend on project strategy. We recommend what we believe is the best way of achieving results.

[View All Answers](#)

Question - 66:

Tell me what do you know about this company?

Ans:

I know that this company is one of the leading companies in the call center industry. You have several sites in the world, one in Atlanta, and four in Dallas. You have several accounts; most of them are medical and financial accounts. I also happen to know that most of the accounts in this call center company are very stable because this is what my friends who work here tell me.

[View All Answers](#)

Question - 67:

Tell me what is your idea of a call center?

Ans:

My idea of a call center is that it is a place where people take calls from customers and deliver superb customer service experience. I know that the people who work for call centers are extremely flexible people who adapt to different cultures, different people, and different schedules all at the same time.

[View All Answers](#)

**Question - 68:**

What are key Competencies for a Telemarketing Executive?

Ans:

- * Communication skills
- * Information gathering and management
- * Persuasiveness
- * Adaptability
- * Initiative
- * Tenacious
- * Resilient
- * Negotiation skills
- * Stress tolerance
- * High energy levels
- * Self motivation

[View All Answers](#)

Question - 69:

Explain what will you do in a situation where system shuts down and you still handling customer on the phone?

Ans:

In the middle of handling phone, if the system crashes then I will ask the customer to hold for some time till I get a power back up and if not then try to resolve his/her problem with my knowledge. The best thing in such situation is to ask the customer to call back or note his contact details so you can call once the system is back.

[View All Answers](#)

Question - 70:

Tell me how will you enjoy working in a call center?

Ans:

As I am an extrovert person and I like to interact with people, call center job is a perfect job for me. I like to resolve customer's queries and face the challenges positively that come across. Also, the pace of work in call center and team members friendliness always motivates me to work for call centers.

[View All Answers](#)

Question - 71:

Do you know who will make the calls?

Ans:

Depending on experience we will put out best telemarketer on every job, and they will stay on it until the campaign finish's or a decision is made to move another person on to it depending on level of success both good and bad.

[View All Answers](#)

Question - 72:

Do you know how does the TeleZapper zap telemarketers?

Ans:

The TeleZapper uses the technology of telemarketers' automatic dialing equipment against them. When you or your answering machine picks up a call, the TeleZapper emits a special tone that "fools" the computer into thinking your number is disconnected. Instead of connecting you to a salesperson, the computer stores your number as disconnected in its database. Over time, as your number is removed from more and more databases, you'll see a dramatic decrease in the number of annoying telemarketing calls you receive.

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Question - 73:

Explain how do the results of Telemarketing compare with mail shots?

Ans:

Mail shots are a cheap way of achieving few results. Usually about a 1-3% response is achieved in any area where mail shots are used. Often, mail shots are not seen by the real decision maker. Compare this to Telemarketing or mail shot that is followed with Telemarketing and which focuses on the decision maker. This ensures that a response is achieved from each call and produces positive results ranging from 15-50% in many projects, depending on the product or service. If these result percentages are compared financially, telemarketing achieves the best returns on investment when used to promote the right products or services.

[View All Answers](#)

Question - 74:

Do you know how can Telemarketing be monitored?

Ans:

There are various ways of tracking results. Anderson Stockley Associates can provide a manual lead sheet for future use or a computerised spread sheet could be designed to suit the needs of the client and project. Either is an excellent way of tracking future leads and results.

[View All Answers](#)

Question - 75:

Why should we hire you as Telemarketing Executive?



Ans:

I have all the qualities that a good call center agent should possess. I am punctual, disciplined, patient, and flexible, and organized. You won't have any problems with me when it comes to attendance and my behavior. I have good communication skills, multi-tasking skills, and I am a fast learner. I can guarantee you that I will be able to deliver what is being asked of me, and I will give my one hundred percent to this company. I know that I have what it takes to become a good customer service representative.

[View All Answers](#)

Question - 76:

Explain why do you want to work for our company?

Ans:

I have heard nothing but good things about this company from people who have worked here. People say that the accounts here are very stable, the management is kind to its employees, and everyone is friendly.

[View All Answers](#)

Question - 77:

What are main Job tasks and responsibilities of a Telemarketing Executive?

Ans:

- * Contact businesses and private individuals by telephone to promote products, services and/or charitable causes
- * Solicit orders for goods and services over the telephone
- * Explain the product or service to potential customers
- * Deliver scripted sales pitch to the customer
- * Adjust scripted sales pitch to meet needs of specific individuals
- * Provide pricing details
- * Handle customer questions
- * Obtain customer information including names and addresses
- * Record customer details including reaction to the product or service offered
- * Receive orders over the telephone
- * Input order details into the computer system
- * Record customer details and details of transaction
- * Confirm orders placed with field sales representatives
- * Obtain contact details of potential customers from sources including telephone directories and purchased lists
- * Schedule appointments for sales staff to meet prospective customers
- * Conduct customer and marketing surveys
- * Answer telephone calls from potential customers who are responding to advertisements
- * Contact customers to follow up on initial interaction

[View All Answers](#)

Question - 78:

Tell me do you like multi-tasking task or you prefer to tackle one problem at a time?

Ans:

Depending on the situation, I could do multi-tasking as well and could tackle one problem at a time. But multi-tasking always have an upper hand because it increase your efficiency for solving and tackling problem.

[View All Answers](#)

Question - 79:

Explain what do you mean by customer service?

Ans:

The key features for customer service is

- * Professional
- * Polite
- * Friendly
- * Courteous
- * Helpful

[View All Answers](#)

Question - 80:

Tell me what you know about Call Center?

Ans:

Call center is a service desk, where a large volume of calls are handled by the customer associate in order to render services to the customer.

[View All Answers](#)

Question - 81:

Tell me how many calls will be made a day?

Ans:

A good telemarketer will make between 100 and 115 calls a day, depending on the level of decision maker you can Expect between 20 and 45 decision maker contacts a day.

[View All Answers](#)



Question - 82:

Tell me how do I know when I have zapped someone?

Ans:

If you answer your telephone and there's no one there, the odds are that you just "zapped" a telemarketer. After a few weeks, you'll notice that you are receiving fewer and fewer of these calls.

[View All Answers](#)

Question - 83:

Tell me what's the typical background of one of your sales reps?

Ans:

Our reps usually have significant business experience including telemarketing, customer service, or inside sales. Most importantly, they have excellent telephone communications skills. In fact, candidates do not get a face-to-face interview until they pass a demanding telephone screening process. Our reps typically have two to four years of college education and relevant business experience in the industries we serve - such as medical technology, high-tech, financial services and publishing. The ages of our team members range from the mid-20's to 70's with an average age of 40 to 45.

[View All Answers](#)

Question - 84:

Explain do you use an auto dialer?

Ans:

We do not use an auto dialer. To provide the highest quality program possible for our clients, we need to have solid discussions with qualified prospects not volumes of calls with mechanically read scripts. We do constantly look at technology to make sure we are using every tool possible to achieve this level of service.

[View All Answers](#)

Question - 85:

Tell me how large is Marketing Connections?

Ans:

By design, Marketing Connections maintains a call center operation consisting of 75 workstations with room for controlled expansion.

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