

Intercommunication

Sociology, Communication



If was to buy the list I would sale contact method that I would use would be contacting them in person, although it would be time consuming and expensive, I would want them to see me and know that I am serious about business. I would be able to directly answer any questions that they might have and it is always good to put a face to someone wanting to do business. Cold calling assumes sales people will be successful If they can reach the right person In an organization. I do not think that cold calling should be used but It Is the only way that some can get through.

Cold calling focuses on getting past the middle people. A person who calls Like this tries to let the buyer know why they should make a purchase decision right now. They can create a negative experience. I know that I do not Like when people call me and push me to buy something. Many people are so often hit with advertising messages from TV, newspapers, magazines and it is hard to get their attention. Direct mail can help build relationships between you and whomever you are trying to reach.

It is more personal because you can say what you want and have time to put your thoughts together and express whatever it is you need to and is also cost efficient. Most consumers are receptive to direct mail. Yes, I consider sending these contacts unsolicited emails spam. Most of us get spam every day, ranging from a little to a lot, but if you have an e-mail account it is always there. It is frustrating when you open your business email and before you can respond to your customers or email your suppliers, you have spam. I feel that it is just a way for people to try to get you to buy into something, Spam is of no importance to me.