

The design and purpose of **B2B telemarketing** is very different from that of 'telesales.' The negative connotation associated with telemarketing is often due to its confusion with telesales. Although telesales is a form of telemarketing, telesales is typically used in the business world to sell a product or service-or essentially close a sale. The telesales call is not successful if sale is not generated and completed during the call. B2B telemarketing is different in that the purpose is to generate interest, encourage additional contact, and build strong B2B relationships and calls are typically made directly to the decision makers within the potential or existing client's organization. Depending upon the desired results of your **B2B telemarketing campaign**, outbound telemarketing callers can attempt to entice the recipient of the call into wanting to hear more about your product or service, or they might try to schedule a follow up visit with a company representative to discuss the potential client's needs, as they pertain to your business, in more detail.

B2B telemarketing agents often make contact to gather information from clients or potential clients in order to improve their own processes and procedures. These types of calls are often referred to as telemarketing surveys. The results of telemarketing surveys are often instrumental in improving company policies, procedures, and strategic decisions.