

An IRSMarketing White Paper

Quality with a Passion

By Paul Stewart, Chairman, IRSMarketing Ltd

Although 'I believe in quality' is like 'I like reading' in a cv, in IRS's case we really are *passionate* about quality.

First, let me talk about *passion*. IRS is principally a telemarketing organisation, and such companies don't often talk about passion, let alone passion about our work. In the case of IRS, I'm told, because we "do" passion, we're a bit different. Then, why are we passionate?

Our passion stems from the belief that we can (and do) make a difference in this world, specifically to our clients' businesses. We can (and do) generate new, high quality sales potential for our clients, and we believe that a strong sales pipeline is the lifeblood of any company. In short, we could not be in a position of any greater responsibility with our clients than contributing to their sales pipeline. In many cases, our clients are dependent on our work for their success. So what's not to be passionate about?

Our passion also comes from the power of the telephone to generate two-way communication. I refer often to the concept of *dialogue marketing*, one of the key aims of social media marketing. With B2B telemarketing, we already have an even more powerful tool, which when combined with social media, has unlimited potential. At IRS, our mission is to introduce our client's proposition to new, high-level businesspeople. There can be no force or bullying involved. Where we spot it, it is eradicated. We practice respect and passion, and we receive back equal respect (and mostly passion) from sales prospects. We also achieve greater success that way.

As with all passion, we can also get down on ourselves. Things don't go so well sometimes. Working in teams to support each other is the IRS way; chances are that one person's bad day is another's great day, and we are able to raise our game together.

Now, about *quality*.

It follows that if we are passionate about our role in our client's business, and we know that effective use of the telephone generates great results, then we have to do things with quality. This seam of quality runs right through our company, reflected in our corporate strapline.

From a personal viewpoint, job satisfaction and high self-esteem result from doing a quality job. You earn the respect of your peers, your clients, your sales prospects and your managers. You feel more satisfied at the end of the day and more motivated to get in early the next morning. It's a no-brainer.



From a company perspective, at IRS we provide quality guidelines to ensure that our client gets a consistently high level of delivery and IRS people know what is expected of them to achieve the highest standards. We refer to these standards frequently. Within each campaign, we adopt IRS quality standards and those of our client. An example of such standards are the qualification criteria for sales opportunities, where we routinely practice BANT methodology. In addition, we'll work with our client to add further criteria which tighten the definition - whatever it takes to qualify with quality.

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And when it gets down to delivering the qualified opportunity, we don't chalk up the opportunity as qualified until we have written confirmation from the prospect of his interest and his agreement to the next action. This is uniquely tight qualification.

To back up our belief in our passion for and ability to deliver with quality, we offer new IRS clients an SLA to cover campaign results, where they are unfamiliar with our quality of work. By this means, we are able to satisfy new clients through the adoption of our own quality standards.

A stringent Quality Control (QC) process runs in parallel to each delivery campaign, to ensure understanding and adherence to the brief, as well as to pick up other errors, including typos and spellings.

This IRS 'package' of quality management starts with individual responsibility (and passion) and flows through to IRS's procedures, absorption of our clients' requirements and campaign communication.

At IRS, quality is a way of life. And our passion.