



WILL THE DO NOT CALL LIST IMPACT YOUR BUSINESS?

The National Do Not Call List (DNCL) was created to give consumers a choice whether or not they want to receive telemarketing calls. The CRTC, in conjunction with Bell Canada, launched the DNCL list Sept 30th. Almost instantaneously, the volume of Canadians trying to register was so high it crashed the sign-up website and jammed the telephone lines. According to a spokesperson for the CRTC over 1 million people tried to call the toll free registration number on the first day and only 61,000 were able to get through. Clearly, the vast majority of Canadians do not want to receive calls from telemarketers!

What Effect Will The Do Not Call List Have On Your Business?

The answer to this question may surprise you. If your company is in the B2C marketplace or selling directly to consumers, then the list could have a very big impact on how you conduct your marketing programs. If you are in the business to business (B2B) marketplace however, the Do Not Call List should not have any impact on your operations, since business numbers cannot be registered.

The national DNCL registry was designed to reduce the number of telemarketing calls that are made to your home phone or cell phone. Before you think your dinner is not longer going to be interrupted by telemarketers, you should know that the regulators have a long list of companies who are still allowed to call you.

Exceptions to the list include calls from charities, political parties, polling companies, newspapers selling subscriptions, and businesses with products or services that you have inquired about in the past six months, and businesses that consumers have had relationships with in the past 18 months. It should be noted that, many charities & political parties today don't actually make their own calls. Most of these are made by, you guessed it, outside telemarketing companies who take a cut of the profits or get paid on a per call basis or campaign fee.

Consumers registered with the list will be able to file a complaint with a yet-to-be-named third-party investigator if, after 31 days following their registration, they are still receiving calls from an organization that is not exempt. Telemarketers found in violation of the list could face fines of up to \$1,500 for individuals and up to \$15,000 for corporations.

The main message being sent here is, although it looks like the DNCL is reacting to public concerns about annoying and fraudulent telemarketing calls, in reality, there are so many exceptions to the rules that you could park a telemarketing department at your dining room table!

The good news is if your business relies on the telephone for prospecting to other businesses then the Do Not Call List should not be a concern. As business professionals, it is your responsibility to know how these rules apply to you so you don't end up with a \$15,000 fine. Regardless of whether the DNCL list will have an effect on you, your organization should have a published privacy policy and customer dispute mechanism to improve your level of customer service. Remember it's almost ten times harder to find a new customer than keep an existing one.

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Robert is a managing partner of B2B Sales Connections Inc. With over 25 years of experience in B2B sales, including extensive knowledge in direct mail and telesales business marketing, he has a proven track record of developing revenue-generating services for business to business sales organizations looking to improve their revenues through client focused sales training and marketing programs. For more information, please visit www.b2bsalesconnections.com, or contact Robert directly at rjweese@b2bsalesconnections.com.