
From: Shawn Greene [REDACTED]
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Conversation: Hooray! and questions
Posted To: FeeRule
Subject: Hooray! and questions

I have a company that teaches consultative telemarketing and we are very much in support of the National Do Not Call List ruling.

The need for this list was generated by companies that chose to use an incredibly pushy, disrespectful style for so many years that they lost sight of what a great communication device the telephone can be.

My company teaches a style completely unlike the one described above. We are promoting the value of the list to our clients. As part of our service to clients, I would like to see if I can get some clarification on a few issues:

- You often mention businesses exempt from the TSR, but don't list all of them. Where can I get of all exempt businesses?
- Interstate solicitations for charitable contributions by for-profit telemarketers: Are you saying these companies do not need to use the Do Not Call list, or that they do?
- In all cases: What about interstate calls - calls within the same state; does the TSR apply? (Or do I have that backwards ;)
- You're allowing access to up to five area codes for free; which is great for very small businesses. Two questions on this point: If all a business wants is access for up to five area codes, how will they get access? (Since they are not paying.) And, if the number of area codes continues to increase, might the free access increase, as well?
- You note that the only information on the list is a phone number. Will there be a name (or names) associated with that number, as well?

I believe including names will help companies comply, for two reasons. (1) Compliance with the spirit of the law means we advise consumers. Many consumers will have to be educated on how to get their name and number on the list. If all we have is a phone number to work with, it will be harder to figure out which number belongs to whom. (2) For the same reason, having names will make it easier to quickly correct errors.

Thank you, in advance, for your prompt answers to these questions. If you are curious about a company teaching telemarketing that is in support of the Do Not Call list, jump to this link and see Why We Dig the Do Not Call List article... www.savageandgreene.com/coaching

Shawn Greene
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