

WHITEPAPER #1

Smart Calling Starts with Respect

A Step-by-Step Guide to Successful and
Compliant Telemarketing with Insights from
Do Not Call Me VZW



Introduction

Telemarketing is (re)emerging. In an era of digital overload, a personal phone call remains one of the most effective ways to truly reach decision-makers. Moreover, phone conversations stick better in memory. Prospects who receive a call first respond almost twice as often to follow-up emails and remember your company more clearly.

However, success no longer comes from volume, it comes from **trust**.

Do Not Call Me VZW has been committed since its inception to protecting that trust. Not by limiting telemarketing, but by **professionalizing it**.

This whitepaper provides companies with a concrete, practical, and compliant step-by-step plan to strengthen their calling campaigns while respecting the law, the prospect or customer, and the brand itself.

Companies that respect the Do Not Call Me list are the smartest, especially when it comes to consumer respect and campaign ROI.

 **Burt Riské** — Managing Director of Do Not Call Me VZW

The new reality of telemarketing

From Quantity to Quality

The era of mass cold calling is over. Companies that call randomly lose more than they gain: time, money, customers, reputation and trust.

Today, consumers expect relevance, transparency, and respect for their choice not to be contacted.

The **Do Not Call Me list** is not an obstacle. On the contrary it provides **an added value: a quality filter**. It helps companies reach only those customers or prospects who are open to contact.

The Context in Numbers

- Every month, 3 to 5 companies start with telemarketing campaigns.
- 1.5 million subscribers are on the Do Not Call list, a mix of consumers and businesses.
- Complaints about unwanted calls peaked in 2023, halved in 2024, and this trend continued into early 2025

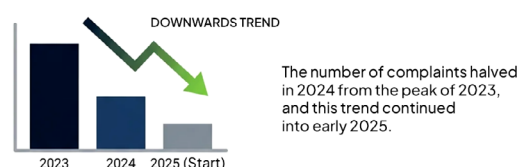
New telemarketing enterprises (monthly)



Registrations on the Do Not Call Me list



Complaints about unsolicited calls



* At the time of publication of this white paper, the FPS Economy had not yet released the full figures for 2025.

The 6-Step Plan for Impactful Telemarketing

Step 1 — Start with Your Target, Not Your Database

A good conversation starts with the right person. Define who you want to reach, the best time to contact this decision-maker, your pitch, and the solution you offer.

Telemarketing works best when it is part of an integrated marketing mix—not as a standalone action.

 Burt Riské — Managing Director of Do Not Call Me ASBL

Step 2 — Build a Good Database, Including the Do Not Call Me list

Too often, the Do Not Call Me list is seen as a mere administrative obligation. In reality, it is a strategic filter.

By calling only those open to contact, you save operational time, prevent complaints, and strengthen your brand image.

The Do Not Call Me list is updated online daily. It is therefore essential to check your entire database regularly.

Do Not Call Me VZW offers license holders various ways to quickly and efficiently perform these checks in their workflow, via an SFTP connection or API integration with the CRM system.

Step 3 — Train Your Team to Listen Actively

Successful telemarketing is not about scripts but about empathy and listening. Employees who understand this and apply it in conversations make the difference between an annoying call and a valuable dialogue.

Train your team to really listen: teach them to sense timing and tone perfectly, do not react defensively to objections, but respond constructively.

Ask open-ended questions and explore counterarguments without trying to convince the other person otherwise.

Provide your team with the necessary tools: databases, FAQs and keyword guides to have relevant conversations.

Step 4 — Use Technology to Automate Respect

Combining CRM systems and list integration ensures compliance is no longer a manual task.

With modern tools, companies can automatically:

- check whether a number is on the Do Not Call Me list,
- document when someone gave permission to be called,
- document when someone exercised their right to object during a conversation,
- stay up-to-date with any regulatory changes.

By managing the database with quality, you create a win-win for ROI and reputation.



Step 5 — Measure What Matters

Many companies still measure telemarketing by call volume alone.

The new standard is **quality per contact**:

- How many conversations led to a conversion?
- How many positive follow-ups resulted?



5% to 15% of conversations lead to immediate appointments, depending on the sector. The rest often sets the foundation for collaborations that convert within 24 months—generating a second wave of revenue.

 **Mathias Van Rietvelde, Co-founder of Victus Sales**

What you measure determines what you value and also makes your campaigns scalable according to your budget.

Step 6 — Integrate Feedback and Keep Listening

Complaints are not a problem—they are an opportunity for improvement. A clear complaints process, paired with transparent communication about opt-outs, strengthens the organization's credibility—not only with your customers but also with your employees.

Every respectful conversation is an investment in trust, even if it does not result in a “yes” today.

The role of Do Not Call Me VZW

Do Not Call Me ASBL is central to the ethical telemarketing ecosystem. It:

- manages licenses for the Do Not Call Me list,
- supports companies with practical tools,
- fosters dialogue between the sector, government, and subscribers.

The Goal: A market where telemarketing is professional, relevant and responsible.

Why This Works:

Companies that follow this step-by-step plan report:

- higher conversion rates,
- fairer conversations with greater customer satisfaction,
- a clearer brand image.

The Key? Not calling more, but calling better.

Respectful telemarketing is the only telemarketing with a future.

Thought Leadership in Action

The future of telemarketing does not lie in new scripts or aggressive targets, but in a combination of respect, clear knowledge of the target audience, an up-to-date database, a strong pitch, and trained employees.

Do Not Call Me VZW aims to show the sector that compliance, transparency and respect are not limitations—they are the building blocks of sustainable growth.

Investing today in ethical telemarketing is investing in trust. And trust is, more than ever, the strongest conversion force there is.

Order the list now on dncm.be