



At the end of the lesson, the student will be able to:

- * politely accept the telemarketers call and turn down sales offers in a polite manner



Read the Article:

Telemarketing is either the best thing or the worst thing ever to come along in advertising since advertising was invented. It all depends on which end of the line you're on. Companies love it since they can reach an unlimited number of potential customers just by sitting at a desk and dialing up phone numbers. It's the cheapest form of advertising next to spam, certainly much cheaper than newspaper ads, subway posters or TV commercials. The only costs are the wages paid to the people making the calls and the monthly telephone bills.

Most consumers, however, have quite a different view of telemarketing. To them the calls are a **nuisance** and nothing more than junk phone calls. They think it's bad enough that they have to put up with junk mail and now junk emails, but do we really need junk phone calls too?

In Japan, telemarketers have recently become extremely **bold**. They've started to call cellular phones too.

Have you ever wondered how telemarketers get your phone number? They buy lists of numbers from credit card companies or businesses who keep their lists of their customers.



Let's Talk:

1. Do you ever receive junk phone calls? If so, how often? ----- everyday, once a week, once a month? What do you say when you realize it is a telemarketer?
2. Have you ever bought anything from a telemarketer? If so, what? How much money did it cost you?
3. Do you think the government should pass laws to prevent companies from selling lists of phone numbers of their customers? Why or why not?
4. From the company's point of view, telemarketing is a very cheap way to reach lots of customers with very little effort. Do you think they will ever stop the practice unless laws force them to stop? Why or why not?
5. Which is worst----junk mail, junk emails (spam) or junk phone calls(telemarketing calls)? Why?



Express Yourself:

1. What is your opinion of telemarketing as it is done in Japan?
 - ▶ It's okay. I like to receive telemarketing calls.
 - ▶ I don't like receiving calls, but they don't bother me.
 - ▶ I hate them and they make me very angry.

2. What do you think of the following suggestions on how to stop telemarketers from bothering you? Which of those methods would work well in Japan, and which would not work?
 - ▶ Use an answering machine and screen all incoming calls.
 - ▶ Get an unlisted phone number.
 - ▶ Ask a lot of questions.
 - ▶ Threaten to sue their company if they don't leave you alone.
 - ▶ Become very angry and hang up the phone.

3. If laws are not passed, do you think telemarketing will ever go away or will the situation get even worse? Tell why you think so.
 - ▶ It's just a temporary fad that will go away sooner or later.
 - ▶ It's never going to go away until laws are passed.