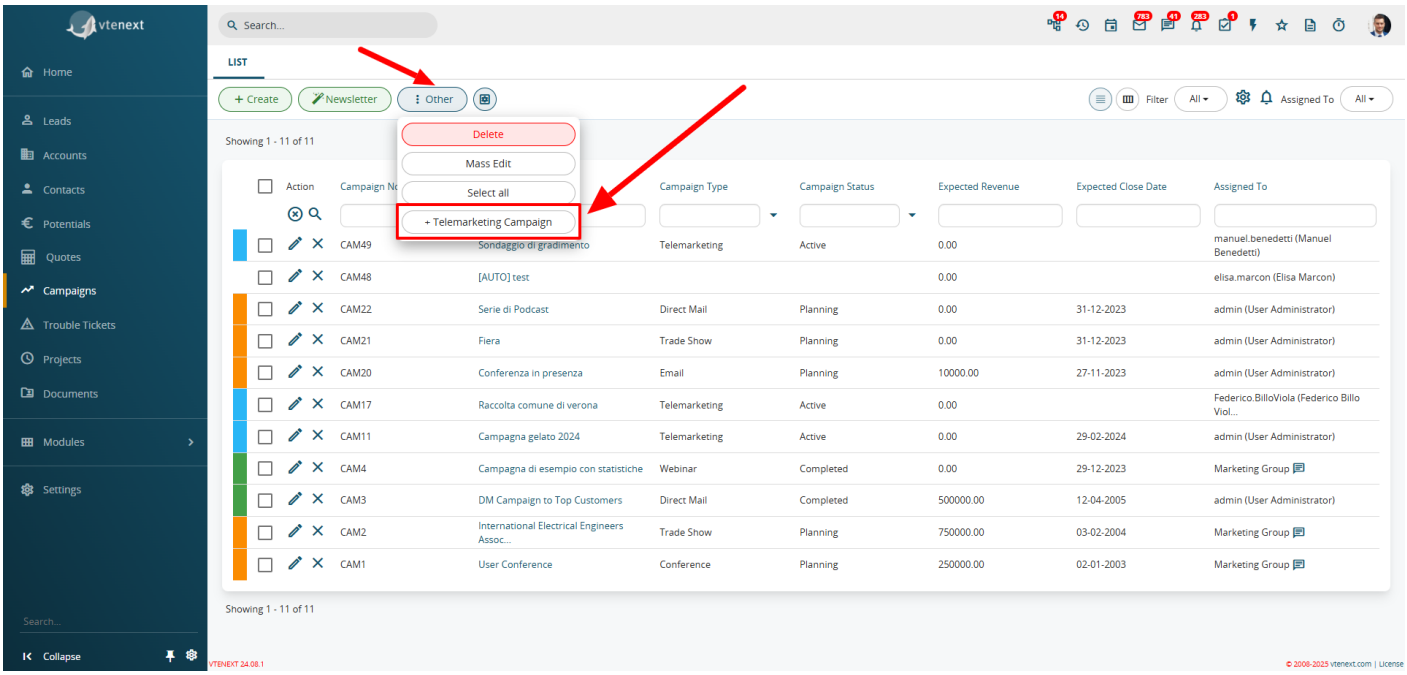
Advanced Telemarketing Module Configuration

The creation and use of the module are easy to manage by following these steps:

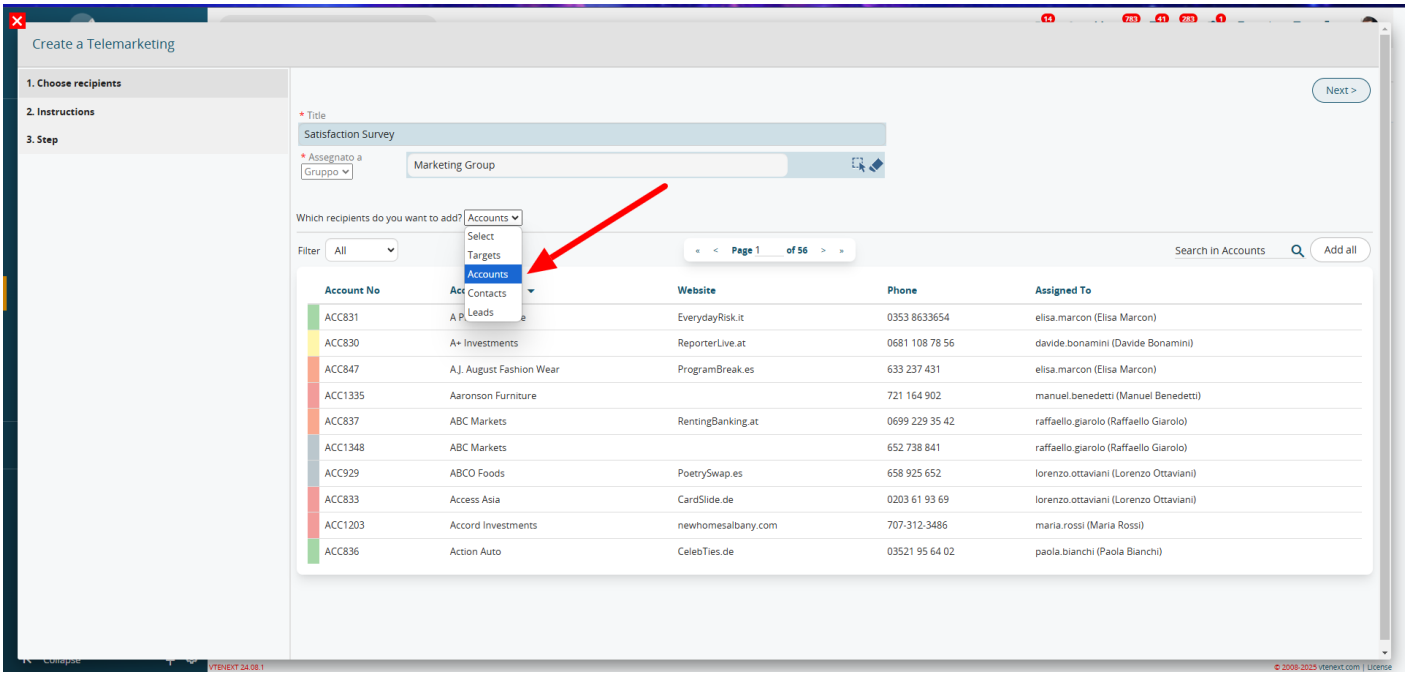
1. Creating a New Telemarketing Campaign

To create a new Telemarketing campaign, go to the **Campaigns** section and then select **More > +Telemarketing Campaign**.



A window will open where you can enter all the relevant details for the new campaign.

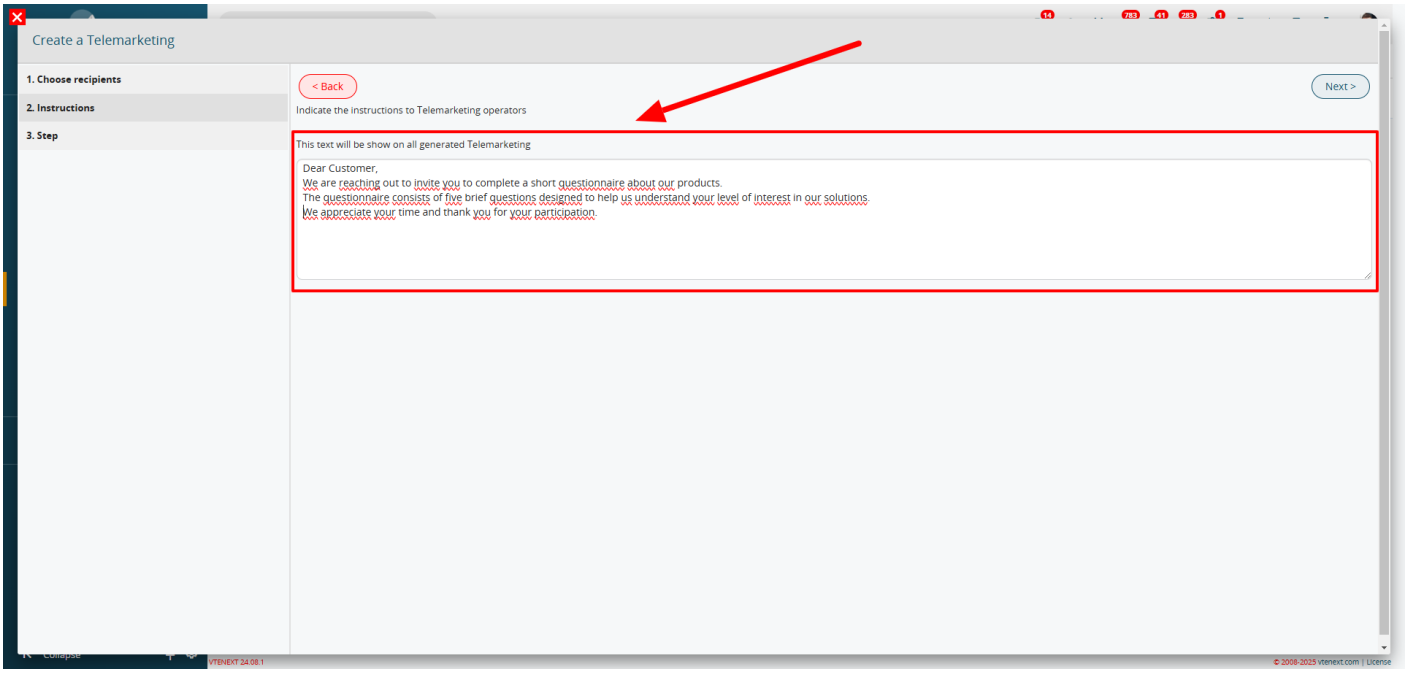
1.1 Selecting Recipients



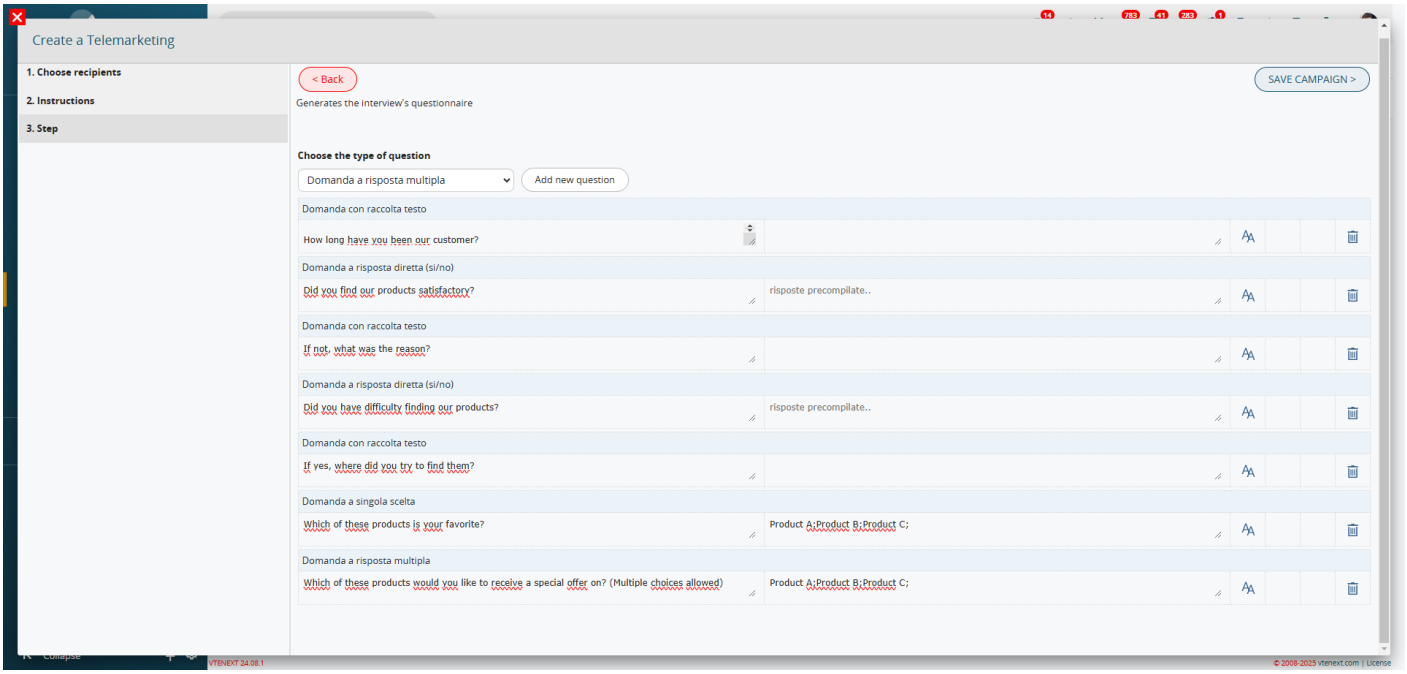
In the first section, set the **name** and **recipients** of the campaign (Targets, Companies, Contacts, Leads). Based on the selected entity, choose the desired records using filters or the search box if needed.

1.2 Instructions

In this section, you can enter a text that will be visible in all telemarketing activities created from this campaign. This helps guide the conversation with the customer.



1.3 Steps



The final step allows you to generate the **questionnaire** to use during the customer call. You can also define the type of questions (multiple choice, boolean, text entry, etc.).

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