5 Tips to Help Improve the Output of Your Lead Generation Processes by Jayden Chu

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Is your sales and marketing team inÂ SingaporeÂ having difficulty reaching all their quotas? There could be plenty of reasons why they are having problems, but before you start thinking that you can't afford to increase their salaries, the issue may not really be about their wage.
YourÂ appointment settingÂ staff,Â b2b telemarketers, andÂ lead generationÂ expertsÂ may be troubled b other things entirely. Here are 5 tips that you can try to help improve the output of your sales and marketing teams.

1. Group skilled people togetherÂ -Â This is a common problem with managers who add their best employee to a group of average or underperforming team. They think this will help even out the skills of their various teams, but in reality, it only limits the performance of their best employees. The best example of this would beÂ b2b telemarketersÂ where individual scores affect the overall score of the group. Though there is an overachievingÂ telemarketerÂ in the team, his /her score will be dragged down by his/her underperforming team mates. Also, skilled people like working with equally skilled team mates. Try grouping yourÂ best Singapore telemarketersÂ together and you will be surprised by the results they will give you.

2. Identify weak link and remove themÂ - Consequently, if a member of your team is not pulling his own weight to help achieve your companyâ€™s goals, dig down to find out the cause of his underperformance. If he is having personal problems, let him/her take the time off to resolve this. If his/her work results remain the same, then it might be time to let that employee go.

3. Clearly identifying roles of each team memberÂ -Â To make sure that your sales and marketing people actually get all the important tasks completed in a timely manner, have them discuss which specific roles each member is to perform. Have one member do the market research, one will look for a group inÂ SingaporeÂ on which to perform A/B testing ofÂ lead generation strategies, one will work on theÂ telemarketing script, etc. If the tasks are clearly defined, then your sales and marketing people will be able to complete their required tasks and they can achieve more goals.

4. Help motivate members of your teamÂ - When the members of your team are not motivated enough to give their best, your company will be left with average results and half-hearted efforts. Of course, yourÂ lead generation campaignsÂ would only generate unqualifiedÂ leadsÂ at best, if anyÂ Singapore b2b sales leadsÂ are generated at all. To motivate your employees, you can try lettingÂ b2b telemarketersÂ and sales representatives to decorate their personal cubicles, or you can post motivational posters which are replaced every week or so. These things help break the monotony of repeated work, an important way to improve the motivation of your employees.

5. Promote harmonious working teamsÂ -Â Communication is an integral part of teamwork. If you notice that your team members are not interacting with each other, it may be because they are having personal quarrels. If talking about the problem does not work as a solution, then you might need to move them to another group.

While you can take care of all these problems on your own, you can always hire aÂ professional lead generation expertÂ to handle all yourÂ Singapore b2b sales leads generationÂ tasks. These firms also haveÂ b2b telemarketersÂ andÂ appointment setting expertsÂ for a complete sales process.

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