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How to Start Your Telemarketing Campaign with Warm Calls by Jayden Chu

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There are a lot of marketing strategies you can use toÂ generate business sales leads, andÂ telemarketingÂ is one of these. Its effectiveness forÂ getting qualified sales leadsÂ despite the distance between you two is unparalleled, particularly with regard to the clarity of the thought you want to express. But a lot of executives and CEOs still cringe at the thought of hiring aÂ telemarketing call centerÂ to cold call their business prospects in Singapore. ButÂ telemarketingÂ isnâ€ all aboutÂ cold calling. You can actually doÂ telemarketing lead generationÂ without the need to cold call.

How is this possible?

As a sales person, you inevitably meet a large number of individuals in your life, whether youâ€™re out doing work or away for vacation. All these instances can be driven to eventually lead to telemarketing. When you are out on trips, it is always a good decision to bring a stack of business cards with you. With these on hand wherever you go, you canÂ find business sales leadsÂ for yourÂ calling listÂ wherever you go.

For example, when youâ€™re on vacation and accidentally meet a businessman, here is what you do: After youâ€™ve gone past the initial introduction and have started discussing important topics such as politics and whose golf swing is better than the other, you can conclude the conversation by exchanging business cards. After which, you can continue on enjoying your holiday without worrying about letting a prospective lead slip away. The same goes when you are on business trips. Networking on seminars and trade shows will be much more relaxed when you are not worrying about getting a sale right away. Of course, due to the recent advancements in technology and the popularity of high-tech mobile devices, you may already be using another method to exchange contact information, which is fine by all means. You may be using Bump, SnapDat, Handshake, JumpScan, or whatever app you have on your smartphone, as long as it lets you get the necessary information to add them to yourÂ telemarketing listÂ later.

If business travels arenâ€™t your cup of tea, or your i company is not on the scale of being able to fund your business trips yet, you can still use social media to find contacts and meet people. By being open to networking on social sites, you can often find business people who are willing to exchange contact information.

Another way to get warm leads for yourÂ telemarketingÂ campaigns is by sourcing leads from your existing clients. Business people are often surrounded by their fellow businessmen, which will greatly help with yourÂ b2b lead generation. Most of the time, to get your clients and customers referring you to their acquaintances, all you have to do is ask.

As you can see,Â telemarketingÂ isn't all aboutÂ cold calling. By utilizing it in conjunction with other marketing strategies that you are already comfortable with, you will be able to get the most out of the all youÂ lead generationÂ strategies and make every effort worth it.

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Jayden Chu helps companies in Singapore and in other Asia Pacific countries increase their business revenue through lead generation and appointment setting services. He is a professional consultant for telemarketing services. To find out how you can increase your business revenue, go to http://www.callbox.com.sg/

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