Seven Major Marketing Errors Telemarketing Can Make by Maegan Anderson

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When one conducts a sales campaign in Australia, especially if their main concern is getting more B2B leads, one of the most useful mediums that can be used isÂ telemarketing services. After all, this is the most direct means for your company to get in touch with business prospects. Whether you are able to seal the deal with them will depend on just how good is your sales team in generating sales leads. Now, in case you observe that you are not getting enough business leads, then perhaps it is time for you to review your business strategies. Your team might be committing some business gaffes. Better fix these fast if you want to stay in the game.

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1. Too focused on strategy â€“ yes, we do need to have a general outline of our lead generation campaign. But if we are spending too much time on every point in the strategy, then we are doing things wrong. Remember, the strategy only acts as the guide. It is up to us to figure out how to best reach our goals.

2. Too focused on jargon â€“ another reason why sales leads are not that easily obtained is because a lot of marketers are using too many technical words in their sales pitch, hoping that this will set them apart from their competition. Unfortunately, that is not what prospects look for. For them, what stands out is simplicity and directness. Certainly the qualities that seem so rare today.

3. Too focused on the wrong stuff â€“ can good marketing gloss over any defects in the products or services being offered? Apparently not. If one is to think about it, it only makes things worse. When the marketing seems too good, prospects tend to take a closer look at the offer. Concentrate more on perfecting the product, andÂ business leads generationÂ will take care of itself.

4. Too focused on wrong metrics â€“ when are sales leads not sales leads? When these do not convert into a sale. Oftentimes, marketers gloat over the fact that they have a lot of B2B leads generated in a single day, only to find out that none of these get qualified as a sale. The real measure here should be the conversion rate.

5. Too focused on the wrong leads â€“ this follows closely mistake number four. Unless the characteristics of qualified B2B leads are properly defined, there is a huge chance that the telemarketing team will focus on the wrong prospects. Not only will this just waste their time, it also brings nothing back to your firm.

6. Too focused on the collaterals â€“ it is good to invest in brochures and a website, but if that is all you are focusing on, you are doing it wrong. What attracts the attention of business prospects is simple website that explains how your services can help bring more business prospects for them. Very simple, very direct, and definitely very good to attract the attention of prospects.

7. Too focused on the wrong focus â€“ yes, we all need to sell, but if we are focused on what we are selling, but if we do not have a real process to follow, then we are definitely lost. Craft a sales process for your telemarketing team to follow. In this way, there is consistency, as well as effectiveness.

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These are but a few mistakes that can go wrong in telemarketing. Now that they have been pointed

out, do try to avoid making them.

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