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Deadlines will always be part of your business. And you will need to know that, in theÂ information technologyÂ business, you will need to strictly meet your deadlines. This makes all the difference in getting theÂ B2B leadsÂ you will need to support your business. After all, when it comes to keeping currentÂ IT leads, you have to perform what you promise to your clients. In order for you to lighten up yourÂ IT lead generationÂ process, it pays to be good on your service. Now, if you think meeting deadlines is a bit of a challenge for your team, then you might need to take a look at how you do things. It would also be a good idea for you to identify some key points in order for you to reach your deadlines, all the time.

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1. Get into the specifics â€“ simply telling them to pass something by the end of the week is not enough. You have to tell them what time it is expected, what you expect as results, as well as determining whether they meet your (and your clientâ€™s) expectations. In this way, everything becomes clear and your people are more determined to deliver what you ask.

2. Learn to negotiate â€“ sometimes, client deadlines are too unrealistic. It will be to your own good if you can talk them into providing alternative dates, or maybe a process where (if possible) results to be delivered can be staggered. If not, then you might have to ask them what other tasks or projects are to be put on hold in order to meet the deadline.

3. Break the task down into smaller pieces â€“ employees involved inÂ IT lead generation, especially those usingÂ telemarketing, often feel intimidated by large tasks. You can make it easier for them to swallow by breaking down the goal into several smaller tasks. Not only does this simplify the work, it also helps you monitor the performance of your people.

4. Cut some slack â€“ try moving the deadline a few days earlier. Sometimes, it can be a good idea to get your people rushing so that, once they are done, they can take things a bit slower. Not only will this help them get some reprieve, but it can also help them prepare for the big day when the actual deadline approaches. Your clients will be pleased with that, as well.

5. Let your people know they can ask for help â€“ bad managers often send a signal to their people that they have to fend for themselves once the project has been started. That is a big no. You have to let them know that it is okay to ask for help. Failure to do so will not only create more problems in the end, and it can also make clients lose confidence in you.

6. Begin the work immediately â€“ this is not the time to dabble around. Once the meeting is done, you have to establish what needs to be finished at the end of the day. Tell your people what they should do, and manage them as best as you can.

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That is how you can better meet your deadlines and keep yourÂ IT sales leads.

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