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It is not hard to picture this scene.

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Two people first getting in touch through the phone. A relationship is begun. They both realize that they need each other. They cannot afford to be apart. That is why they decide to come together â€“ and sign the business contract. That is how it goes, normally, when it comes to telemarketing. But that is also precisely the trouble that bothers a lot of businesses, especially inÂ Malaysia.

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It seems like Malaysia presents a sort of puzzle for many businesses, owing mainly to the difficulty of converting leads into real business prospects. Why is that so? This could be partly caused by the nature of Malaysians to be way of anyone doing business on the phone. The fear does have some reason, considering the fact that fraud and tricksters are up and about in many industries. This fear is also what makesÂ lead generation servicesÂ more complicated in that country.

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Given the natural difficulty, this is the placeÂ lead nurturingÂ enters the picture. What is important here, for wise telemarketers, is to ask themselves this question: what can the prospect benefit from me, information-wise, even if they do not become our customers? Answering that requires you to address three points:

Â Â Â Â Â Â 1.Â Â Â Â Â Do you know the market you are targeting? Logically speaking, you should prese solution to the company that will most likely need what you offer. Customizing your solutions based on your market will help you become more effective.

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Â Â Â Â Â 2.Â Â Â Â Â Do you know what kin of problems is bothering your prospects? Knowing what prob and concerns are keeping your prospects from improving themselves can help a great deal in knowing what solutions to work for.

Â Â Â Â Â 3.Â Â Â Â Â Do you have the answer to what they need? This is the acid test of your lead nurturi campaign. If you solve their problems then you are in the right track. You have been able to establish a positive relationship.

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Now remember, you are not selling anything at this point. That should never be your intention. In fact, your aim here is to establish a relationship with your prospects first. You are offering them help, regardless of whether they become your customers or not. It does not matter at this point. Your aim here is to let your prospects know that you are a company that knows its business and has the solution that for whatever problem they may need.

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In this way, you are able to establish better rapport with prospects, in fact, nothing can make a business prospect feel better than to know that telemarketing firms not only talks the talk, but can also walk the walk. People working inÂ telemarketing servicesÂ all agree that it is easier for them to talk to prospects who have a positive outlook on the country that they represent.

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You can experience greater success in Malaysiaâ€™s business if you try this tactic. No, this is more of a social investment, one that has the potentials for many profitable returns.

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