Ten Lies Investors Hear from Entrepreneurs by Belinda Summers

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You may be an entrepreneur in a really good business, and you are looking for a business venture to invest in. Naturally, other firms will hear about you and will send their best telemarketing representative to give you a call. Now, you may have heard all about sales pitches and how they aim to turn you into business leads, but are you sure that these are honest enough? If you want to be sure that the lead generation processÂ gives youÂ sales leadsÂ of worthy firms, then you might have to sift through the lies. And what are these lies you should beware of?

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1.â€œThese are conservative estimatesâ€•Â â€“ if these are conservative, but paint a rosy picture of their beware. These firms have not done their homework and may be hiding the fact that they mean trouble for you.

2.â€œAnalysts say that we will be a X billion dollar business in x yearsâ€•Â â€“ frankly speaking, I have ne seen analysts get it exactly right. Trusting in something based on predictions is too risky.

3.â€œFortune 500 companies will be working with usâ€•Â â€“ if they have not worked yet with you, then th a possibility that they will not. Do not count your chicks before they hatch, that is the rule.

4.â€œNo one else can deliver thisâ€•Â â€“ really, so there is no competition then? That company might as not exist. There will always be someone who also provides the same product or service.

5.â€œHurry, since other investors are about to deal with usâ€•Â â€“ you can liken it to an infomercial that g viewers to buy. There will always be enough stocks, but advertisers say it is limited.

6.â€œIt will be a viral phenomenonâ€•Â â€“ the thing here is that too many companies are saying the same thing, and most fail in the end. Be more aware of this, and dig deeper from the facts.

7.â€œLarger companies are too slow or dumb compared to usâ€•Â â€“ excuse me, but these slow and dur companies became big for a reason. And they are actually big enough to crush you, if they want.

8.â€œWe have a proven management teamâ€•Â â€“ this can be a bad sign, especially with start-ups. They have experienced personnel, but you do not know yet if they are up to the test once this company hits the rough roads. Better be careful of them.

9.â€œOur intellectual property is patented for protectionâ€•Â â€“ yes, they have the patent, but can they lit Besides, it is very easy for competitors to just modify or completely go around the designs they have.

10.â€œWe only need a small percentage of the marketâ€•Â â€“ if that is the truth, then there will be no larg companies to start with. There is a strong reason why firms needÂ B2B sales leads, and that is because their market share is not enough for profits.

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See? These are just some of the claims made by some overzealous marketers in theirÂ lead generation campaign. Now, you have just known them.

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