Tips on How to Steer Your Telemarketing Business by Jayden Chu

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Imagine yourself as a runner. You have practice hard for the race. You invested a lot in training and equipment. Come the day of the race. Upon the sound of the gun, you made the sprint towards the finish line. You are the first to reach it, with no one following behind. When the results came in, you discover that you lost. How did this happen? The answer is simple.

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You ran in the wrong direction.

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As amusing and outlandish as it seems, but that is how a lot of businesses work these days, particularly inÂ telemarketing. While it may be too much to say that telemarketing firms are doing it all wrong, it may be safe the same that the direction they are going leaves much to be desired. Putting it in Singaporean lens and you will agree that this is a real troublesome deal. But what can be done to solve this? How can telemarketers improve their operations and go straight to their targets? First and foremost, you must know who your real customers are. Andrea Johnson wrote a good piece in her B2B blog, but the main points can apply toÂ telemarketing servicesÂ as well:

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Focus on the customers â€“ this means that you have to talk to them. And this should be done in a normal telephone conversation, no surveys, no focus group discussions, and definitely not through the social network. Telemarketers should aim to know what their customers really need and want, so that they can figure out how to create the solution required.

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How can you serve them if what you offer is precisely what they do not need? It is useless.

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Set your priorities straight â€“ sometimes, the information you obtain through these one-on-one interviews may be too much. In this case, it is important to sift through the details to find the real gems. It may be too much work for some of you, but it is very useful if you want to avoid spending on something that will not sell in the end.

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Compare what customers need with what you offer them â€“ as a form of reality check, this can serve as the spring board from which you can improve yourself. The information you gather can help determine whether you really are in touch with your customer base. If you are, then it is congratulations to you. If not, then at least you know where you got it wrong and work on it from there.

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Let the answer guide you â€“ a lot of bad decisions done byÂ telemarketing firmsÂ lie in ignorance to

current affairs. Â If you do not know what exactly your customers and clients are looking for, then you really are not going to deliver the desired results. Instead of helping them, you might actually give them more problems.

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The bottom line here is that you, as telemarketers, should take you time to understand what your clients need. From there, you can decide how to best serve them. This might take a little more of your time, but at least you have the idea on how to serve them right.

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Jayden Chu - About Author:
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 a telemarketing services. To find out how you can increase your business revenue, go to a http://www.callbox.com.sg/

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