Article published on August 20th 2012 | Marketing

SettingÂ appointmentsÂ withÂ b2b sales leadsÂ can be difficult, especially if you're dealing with high-profileÂ business leadsÂ who are often too busy to give you time for your presentation. Your mostÂ qualified business sales leadsÂ are often the most difficult to get anÂ appointmentÂ with because your competitors are eyeing them too. What can you do to improve the results of your campaigns and increase your profits? You have to get that appointment from them right on the first call. Here are 5 tips you can follow:

Start your call with a smile.Even if your prospectiveÂ sales leadsÂ will not be able to see the smile of yourÂ professional appointment setters, they will be able to hear it through their voice. When yourÂ appointment settersÂ make cold calls while smiling, they will be less nervous about calling strangers, allowing them to build better rapport and improve the success of getting anÂ appointment.

Give proper introductions.Giving proper introductions about who you are and who you represent is an important courtesy when making any sort of phone call. When yourÂ b2b sales leadsÂ know who you are, your cold calls can immediately turn into a warm call, especially if you mention that you were referred by a business acquaintance or you previously sent thatÂ b2b sales leadÂ an email.

Don't deliver the script word for word.YourÂ appointment settingÂ script, no matter how effective it is for you, can never really contain all the possible responses of yourÂ sales leads. If you train yourÂ appointment settersÂ to rely solely on the script, they won't be able to answer prospect queries that were not included in their script. A good strategy is to have yourÂ appointment settersÂ take note of unusual or commonÂ business leadÂ prospect questions and responses to share with otherÂ appointment setters.

Listen and let your prospect know that you are listening.Letting yourÂ business leadsÂ know that you are actually listening to them throughout the call will give them the impression that your sales representatives will do just the same during the meeting. Listening to what your prospects have to say also helps the two of you find an agreeable time to set anÂ appointment faster.

Empathize with your business leads.When you put the above tip into action, you will be able to empathize better with what yourÂ b2b leadsÂ tell you. If they are too busy to add you to their calendar, or if they have a deadline to catch, simply tell them that you understand their situation and offer another date for theÂ appointment.

These may seem like pretty simple changes, but if you follow these simple tips, you can be sure that yourÂ appointment setting campaignsÂ will improve significantly. If you want to always have the bestÂ appointment setting campaignsÂ that let you do business only withÂ qualified business leads, outsource your process to aÂ reliable b2b appointment setting firm. Specifically hiring a firm who doesÂ business to business appointmentsÂ will keep your sales representatives busy withÂ qualified appointments, and you donâ€™t even have to worry about theÂ appointment settingÂ script.

Article Source:
http://www.articleside.com/marketing-articles/5-tips-to-help-improve-your-appointment-setting-campaigns.htm - Article Side

Belinda Summers - About Author:

Belinda Summers works as a professional consultant. She helps businesses increase their revenue by lead generation and appointment setting services through a telemarketing. To know more about this visit: a http://www.callboxinc.com/

Article Keywords:
appointment setting, appointment setters

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!