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Ever had problems with yourÂ telemarketing campaign? Well, that is a constant if you think about it. We all know that it could be a real pain for us in lead generation if we meet a lot of bumps and delays along the way, affecting our sales pipeline and generation of B2B leads. One of these is the most usual reply that we can hear from prospects: â€˜Noâ€™. Once we here that word (or its variants), we tend to instantly give up. But that should not be the case. We can turn such a negative reply into our favor. All we need to do is to know how to do it. Different objections will have a different answer:

1.â€œSend me some informationâ€•Â â€“ when a prospect asks that, you should do it immediately. In add ask him what caught his attention. Is it the product you have or the business you own? Ask it in the most natural way possible.

2.â€œWe have no budget for thatâ€•Â â€“ either he is just making an excuse or they really do not have the budget. In this case, it would be best if you determine whether your offer is good enough for them, if price was no longer involved. From there, you can figure out what your next step will be.

3.â€œThat is not my priority right nowâ€•Â â€“ still, they can provide you with a wealth of information. In thi case, you can ask them what their priorities in business are. Sure, you may not get anyÂ business leadsÂ at this point, but this can help you formulate a strategy that will grab their attention later. Besides, there is a possibility that you can actually help them in their priorities.

4.â€œWeâ€™re already using (competitorâ€™s product)â€•Â â€“ here, you may not be able to persuade t products, but they can be very informative when you ask them why they prefer the competition. You might actually find out something useful from what they say, and use those findings to improve your offer.

5.â€œIt just costs too muchâ€•Â â€“ in this case, they are somewhat interested. You just need to fan the fl Now, the best way to go about this is to ask them what exactly they mean about when it costs too much. Is it the price itself, or are the benefits of the product not that worth the price in their viewpoint? Questions such as these can help you navigate the negotiation better.

6.â€œCall me back in (period of time)â€•Â â€“ this is not a direct no, maybe a delay of the inevitable. But t should not stop you from asking them why they prefer that you call them at that time. Are they busy now, or something like that?

7.â€œSomeone else makes the buying decisionâ€•Â â€“ it is then an opportunity for you to ask who that p is. The person you are talking might be the gatekeeper, so better get to their good graces. They might help you reach the right person.

Of course, if do not feel up to the job, you have an option to hire aÂ professional lead generation companyÂ to do the job for you. It is also another good business investment. Look for qualified lead generation services providers, these companies have the right skills and professional telemarketers that are highly trained to do generate leads for various industries.

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