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When your are in your lead generation work in Malaysia, promoting your company to prospects, perhaps the most common objection that can be raised against you is the price. More likely than not, prospects will say that your price is just too high. Your telemarketing team might, too soon, chalk it up as a failed bid and then proceed to the next number. But that should not be the case. More likely than not, these prospects can still be turned into sales leads. The only question here is how. What do you need to do in order to succeed in business leads? There are several points that you should take into consideration.

1.Uncover the truth â€“ too expensive, they say? Then ask them if, price aside, you have everything the prospects needs. If no or maybe, then you have to deal with those problems first. You cannot bargain on price if the prospect does not need what you sell. If the answer is yes, then you can offer them payment terms that they might agree to. You can get better B2B leads this way.

2.Figure out if the objection is a condition â€“ this is critical, since a simple objection can be negotiated while a condition can never be negotiated. If the price issue is just too big to keep the prospect from buying, then you are out of luck. Business leads that view price as a condition are impossible to negotiate with. There is simply no money on them to start with.

3.Be empathetic â€“ if, by some luck, your lead generation company encounters a simple objection, then you can just shift your focus from negotiating to solution-finding. Let the prospects know that you understand their concerns and that you are willing to discuss business solutions with them. They will appreciate that. More likely than not, they will cooperate with you in the process.

4.Focus on the problem, not on you two â€“ often, we fall into the trap of viewing negotiations as a battle between your price and their price. And just to be honest, both of you will lose in the end. Instead, why not try putting the issue on the table, trying to see if you can reach an agreement, before you proceed with anything else. The goal is to help your prospects get what they want.

5.Work on the answers â€“ once the thorny issue of price has been resolved; you can then proceed with finding a solution to their problems. Get your prospects to work with you on the solution. Ask them what they need as well as possible combinations between your solutions and their operation. You might be surprised with what you might learn from the discussion.

In the end, you should always put your prospectsâ€™ concerns on top. Remember that this is the reason why you are in business in the first place. Price should not be the issue. If that ever comes up in your work in Malaysia, then you should find a solution that is agreeable to them.

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