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Yes, it can be a real challenge to get business talents, especially regarding skills needed in generating B2B leads in Singapore. While it may be true that a weak economy will create a large supply of talented employees who can work for your business, that will work if, and only if, these talents have lost their jobs. More likely than not, they will hardly consider leaving their current work to try a new company. This fact alone poses a difficult challenge for lead generation companies who need people with skills particularly for their telemarketing campaigns which, in finding business leads, is the one medium most often used.

But how will you be able to hire talent during these complicated times?

You have to improve your sales pitch â€“ think of the company as the seller, and applicants the buyers. If you can create an offer to these applicants that they could not refuse, then you can increase your chances of bagging that highly sought-after business talent. You just have to be sure that what you say is honest enough so that they will not have doubts in you.

1. Remember that the hiring process will eat up your time â€“ not that it means you need to hurry it up. Far from that. To be honest, you need to really be careful and detailed in your manner of interviewing and hiring someone. This means you have to meet and talk with virtually all applicants in your vacant spot until you find the one that will fit your requirements.

2. Carefully plan your interview process â€“ since you are hiring a prospective employee, you will need to create a system that will put order in what you do. This includes knowing who will do the interviewing, who will make the reference calls, as well as identifying who in the management will have the final word in hiring. You, after all, have to make sure that you are hiring someone who is competent in getting sales leads for you.

3. Know the motivators of the applicants â€“ now this is an interesting detail. What will motivate an applicant to work for you? Salary is certainly there, but there are also other factors that should be in the mix. For example, the title, the job description, the responsibility, areas for growth and things like that. All these can influence them in choosing whether to work for you or not.

4. Verify the references â€“ you do not want to make the same mistakes as Yahoo in hiring its CEO. You should give a sharper look at the references given to you by the applicant. It would be great if you can get a blind one (someone who was not listed down by the applicant but who knows the applicant). Checking and verifying the history of your would be employee is also important. Who knows, he might have a stellar record on paper, but is actually useless in lead generation of B2B leads. That can be a very costly mistake.

You can still hire the best people despite the economy. You just need to be careful in your selection.

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