Seven Ways to Deal with Customer Queries by Belinda Summers

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There are times when we have encountered that odd call with business prospects that made you scratch your head. Maybe the questions your telemarketing team asked got odd answers, maybe the business prospect has other concerns it wants addressed, or maybe they have questions that seem strange. Well, that is a normal situation. The thing here is that we do our best to get the business leads that we need.B2B sales leads can be pretty hard to come by, and if we can find a way to capture these B2B leads, then we should do it. But this will depend on how we properly handle calls. How do we do it?

The answer to these questions can be gleaned in seven ways:

1.Listen wellâ€“ sometimes, business prospects sound stupid just to know if the person at the other end of the line is actually listening. Usually, these people already know what they need, what your company is offering, and all they wanted to know is whether your appointment setting team is really listening. Besides, if look at it logically, there is no point offering business solution that may not actually work with the prospect at all.

2.Apologize sincerely â€“ if you are going to call business prospects that have worked with you before and was not happy with what you have delivered, then you should apologize sincerely. It can be bad press for your firm if rubbed more salt on the wound by being rude or insincere.

3.Seriously consider â€“ sometimes, the funny questions business prospects ask may not be funny questions for them. Take note that each business is unique, and they might have unique problems that may seem a bit odd for your people. Nevertheless, deal with these. You can never tell. You might be able to have the perfect solution.

4.Calmness first â€“ this rule is usually reserved for customer service people, but you might end up with that odd call once in a while. If you get a caller who is angry, irate, or frustrated, just stay calm. You do not need to panic. In fact, their tirade may not actually be targeted at you.so serve them to the best of your ability.

5.Provide answers â€“ when you have a business proposal to make, you should be able to provide an answer that the prospects need. This is the most important step in your appointment setting process. If you are able to make them happy with the answers you are providing them, then they will be more than happy to do business with you.

6.On call â€“ not that you have to around twenty-four hours a day. Rather, it is you setting up a system where you can be easily reached by the business prospects in case they have any questions. For example, you can promote your website where they can visit, or you can also set up an account on Twitter or Facebook.

7.Be honest â€“ if you are given questions that you do not have an answer, or is just simply too crazy for you to handle, then be honest and admit your limitations. For some questions you need time to look up to, you can offer to get back to them with the right answer.

This is a good way for you to handle calls. You should give these points a try.

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