What Kind of Sales Person are You?

by Jayden Chu

Article published on May 22nd 2012 | Marketing

Sales will always be part of theÂ lead generation campaign. After all, this is the main reason why we are trying to get moreÂ B2B leads. By snagging a lot of sales leads, we are trying our best to get more business deals to come our way. But how do you go about it? How do you communicate your offer to the business prospects? What kind of sales person are you? There are two roles that you can assume: being the business consultant or being the business expert. Which role you will take depends on your communication skills, as well as your knowledge about the industry you are doing business in.

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Still, the question remains as to the difference between the two:

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1.Experts tell you what to do, consultants ask you what you do. This is a fundamental difference between the two. As an expert, you come forward and tell your prospects straight in the face what is the problem with their business. You tell them what needs to be done, and that you have what it takes to make it happen.

2.Experts establish the trend, consultants follow the trends. This is another quality that separates the two. Experts have the knowledge about the business of the prospects, their competitors, as well as the market. You tell them where their business is going, as well as the direction where their competition is heading to in relation to them.

3.Experts teach the facts, consultants learn the facts. This is one reason why business owners are looking up to the experts and asking them to be mentors. When you are the expert in the type of business that they are having problems with, you come in with a viable solution that they can use. Facts, data, and tactics that you can share with your prospects make you a more reliable partner in business. YourÂ telemarketing campaignÂ will be much more successful in generating more business leads when you have this kind of quality

4.Experts are full of stuff, consultants are usually empty of stuff â€“ this is one thing that makes it difficult for some businesses to believe that you are an expert (if you play the role of the consultant). There are many things that you can bring to your business, what matters here is that you bring facts and knowledge to your business prospects. They will appreciate it if you have answers ready when they tell you their problems.

This is one issue that has separated a lot of business experts. There are those who believe that being the expert in business means being a trusted source of information in business. On the other hand, there are those who believe that a consultative approach will work better. Personally, these two roles can actually blend. While there are many ways to get the attention and the trust of the prospects, a lot of them will be more interested in sales experts who know how to ask questions, revealing things that even business owners might not be aware of.Â

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Article Keywords:
lead generation, B2B leads, sales leads, business leads, telemarketing

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