Why Look for a Different Partner by Belinda Summers

Article published on May 8th 2012 | Marketing

There will always be a need to look for a business partner for your firm. After all, there will always be a limit to what flesh and blood can bear. More so in the field of lead generation and appointment setting services where the need for B2B leads is always high. But what should you look for in a business partner? There are many qualities that you must look for, like decisiveness, passion, and motivation to succeed, especially if you are using telemarketing as the medium of communication. But that is not all. There are other things that you will need. The most important point is that your partner must complement your abilities. In other words, your partner must be good at something you are not.

1.Vision vs. mission â€“ yes, you may have the vision that your company will be great in the future, and you know how to sell that idea. Of course, that does not mean that you know how to do it. For this reason, you have to find someone who knows the nitty-gritty of things. He has to be a business partner who knows how to make your dreams a reality.

2.Right-handed vs. left-handed â€“ if you are pretty good in designs and aesthetics, then good for you. All that remains is to find a partner who knows how to make your products work. In order to succeed, you need to get both design and function to work together. Remember Steve Jobs? Heâ€™s not exactly a computer whiz, but he has a gaenius eye for design. All he needs are people who can make what he cooks up to work. It is the same thing with you.

3.Selling vs. making - if you have the talent to make other people buy from you, you should keep doing it. Just make sure that you find someone who can make all the things you can sell. A talent for selling can be a good, but it is nothing if you have nothing to sell to begin with. You have to create a balance between these two qualities if you want to make any difference.

4.Identification vs. solution â€“ one thing that is important in any business, especially if you are using telemarketing as a business medium, is that you have a sharp eye in identifying problems in your business. Of course, that does not mean that you can solve it, too. In this case, it becomes even more important to find a partner who can find the solution.

5.Dream vs. reality â€“ it is nice to dream about where your company is going, but it is also important to have someone who will keep your feet firmly planted on the ground. There are a lot of dreamers out there who just keep going and going, without someone to tell them that their gauge is empty. You will need a partner who knows how to balance the books for you.

These are the reasons why having a complementary partner will be good for you.

Article Source:
http://www.articleside.com/marketing-articles/why-look-for-a-different-partner.htm - Article Side

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Article Keywords:
appointment setting, B2B leads, sales leads, business leads, telemarketing

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