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The thing about business lead generation is the fact that this is a very complex job. For this reason, it is possible that you do not have the skills to handle it on your own. But that should not be a problem. As long as you are able to outsource the work to a competent telemarketing company, you will not have any difficulty in getting qualified B2B leads. The trick here lies in choosing the right people for the job. After all, a call center can only be as good as the telemarketers they hire. Experience will tell you that not all lead generation experts are real experts. You have to be sure that they possess the necessary characteristics of a good representative. If not, you are just wasting your time and money.

Just to be sure (and to protect your investments), you have to take note of these five desirable traits:

1. Being assertive – a good telemarketing representative knows how to assert themselves. This is not in the sense of being rude, but more along the lines of being able to show the merits of their offer. Think of this as the middle ground between a passive sales tactic and an aggressive one. Both ends of the spectrum are bad, but the one in the middle is most likely to produce results.
2. Being self-aware – it is important that a sales person is aware of how they feel. It might affect them in their relation with other business prospects. If they have negative feelings, it might impact the entire sales process. Being aware can help them curb their tempers, and perform better in the next call.
3. Being empathetic – for a lead generation specialist, empathy can be a very powerful tool in earning the goodwill of their prospects. By showing that they understand the problems and concerns of prospects, your people can earn their trust. This can result to the prospects opening up some more, giving you a better idea on how to serve them better.
4. Being solution-minded – when you are in the business of providing solutions, you need to show your prospects that you know what you are doing. Yes, no matter what the problems they have, as long as you have the mindset of giving them answers, you will be able to solve their concerns. That is a good way to turn prospects into real business leads.
5. Being optimistic – yes, being positive can have a big impact on performance. When you are looking for a good call center representative, you should look for one that has an optimistic streak. True, that might be too much, but it can mean a lot if you want to keep them going in their work. Lead generation can be a very unrewarding job, so any means to keep moral up is good.

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So, when you outsource, you should pay close attention to whether the telemarketing team you will hire possesses these positive traits. The success of your campaign rests on this.

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