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Five Things to Focus on Telemarketing by [Jayden Chu](#)

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When you are performing a lead generation and appointment setting campaign in Malaysia, you need to be ready with what to say or do on the phone. While it is a good idea to outsource the work to a reliable telemarketing company, the fact remains that you have to know how things are done. After all, generating sales leads is no easy task. There are plenty of things that you should focus on. Knowing what these are will not only make it easier for you to monitor the campaign, these can serve as your guide when planning your next campaign. B2B leads, no matter how hard they may be to generate, can still be obtained if you know how to talk to your prospects.

Now, what are the things that you should focus on?

1. Talk more about the benefits prospects that turn into B2B leads are more likely listen to an appointment setter who talks about the many benefits that they can get from a certain product or service that is being offered. Talking about features is just a bore, and most prospects are not really interested in hearing it. They just want to know how it can help their business.
2. Offer more value in your discussions there will be occasions where the price you quote is too high for prospects. Counter that by listing down the many benefits that your offer can provide them. Focus on the value that you can give. When done and presented correctly, this can actually be a means for you to effectively shift the discussion from price to deals.
3. Show them the actual product or service talking on the phone may not be enough. That is why you might have to show them how things work. They would rather see you use a product than be told how to use the product. It is a very subtle difference, but the effect is rather huge in terms of relaying details and information to the intended recipients. Be ready to always use this option.
4. Work on the emotions when a prospect buys or signs up, this is often due to their feeling at that time. Appeal to their emotions, and you will be able to get a hook on their attention. It is simple, but it can have a huge effect on those listening to you. This is something that you should put into consideration when you plan your lead generation campaign.
5. Talk about the needs of the customers it is important to make a sale, but if this is all what you are aiming for, then prospects will most likely tire of you and hang up. At worst, they might even look at you with suspicion. In order to avoid this, you should focus more on helping prospects get the solutions they will need for their business.

After all, when it comes to your appointment setting and sales lead generation campaign, you have to know what exactly the things you have to say are.

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Jayden Chu helps companies in Malaysia and in other Asia Pacific countries increase their business revenue through lead generation and appointment setting services. He is a professional consultant for telemarketing services. To find out how you can increase your business revenue, go to a

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