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One of the biggest questions that may be sticking in the back of the minds of telemarketing teams is, what are the things to say or deliver on their lead generation campaign. How will you talk to prospects? Do you know what the things prospects want to hear are? Are you ready for your telemarketing lead generation campaign? While others will think that outsourcing to a B2B leads generation company will do the job, the fact remains that they also need to know what to say. There will be times when prospects will be talking directly to you. And you need to be aware of what prospects want to hear. This awareness is crucial to convert these sales leads to actual deals. But still, the question remains: what should you tell prospects?

1. Their position in the market – In the first place, informing your prospects of their position in the market will help them think whether they need your help or not. Experience will tell you that an outside observation can be more informative than the market data collected by the in-house team. Be a discrete provider of market intelligence. They will more likely to trust you this way.

2. The direction of the market – you can further add brownie points in your lead generation and appointment setting campaign if you can also provide your prospects a general idea on the latest trends and changes that are happening to the market. This is business intelligence that is highly-valued, and will make the prospect more willing to do business with you.

3. Best business and management practices – there will always be room for improvements. One reason why you should keep a close eye on new management practices is so that you can share it with others. By becoming an authority over these matters, you are sending a signal to everyone that you can be relied on. And reliability is a quality that many customers look for.

4. The direction they are going – sometimes, even the prospects themselves have no idea where they stand. By doing a thorough research about the company, not to mention analyzing their performance, you can show them that you are serious. This will catch their attention. And you will be able to frame a better offer to them.

5. They are a unique business – even if they serve the same market or offer the same product, each company is unique. This uniqueness is an important factor to consider in your marketing plan. By showing them that you can provide a specialized service, you can tell your prospects that you are really concerned for their overall performance. Offering products or services that is uniquely for them will most likely earn their confidence in you.

Actually, these are just some of the things that you can say through your telemarketing team. You can add more details as you go along the way. What is important is that you take these extra steps to ensure that your lead generation and appointment setting campaign is a success. Another is to be aware of the characteristics of an effective telemarketer – by doing so surely you will have a successful and effective telemarketing campaign.

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