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What to Do During Slow Days by [Belinda Summers](#)

Article published on June 22nd 2012 | [Advertising](#)

Let us face it. There are days when our work seems to be slow. And it does not really come as a surprise, since a lead generation can be a highly seasonal form of work. Think about it, there are times when you really have to work overtime to generate B2B leads, but there are also times when your day seems to be moving so slow that there is practically no motivation for you to generate business leads for that day. In these cases, you might as well do something else.

But what tasks should you do during these times? You might be surprised by these suggestions, but they really will matter to your business:

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1. Work on your e-mails – believe me, you will be in a much better mood once you have organized your e-mails. You might have to delete some of them, save some of them, or you might have to send a reply. It will help clear up your inbox, providing you more space, as well as give you a sense of fulfillment.

2. Call your clients – you can use this time to do telemarketing calls to your current clients. Ask them how they are doing, whether the product they bought from you works or not, as well as any suggestions for improvements. You can learn a great deal from them. Just make sure that the people you call have the time to talk to you, so better announce that you are going to call.

3. Help the others – your department might be a slow day, but that does not mean the other departments are the same. They might be very busy at this time. You can lend a hand, even if it is just filing papers or the like, but it will create goodwill with others. Plus, you can learn a few things from the other departments that may actually help you when you are back to looking for sales leads.

4. Read and learn – think about those times where you really have a some free time that can be impractical to start a project or anything, but you can use this time to read on some business concepts, like in leadership and marketing, that can help you improve. These short periods of time can be maximized to your benefits if you want to be a better employee. You just need to read up some good materials.

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Free time does not have to be boring time. You can use this period to do a lot of things that you are not able to do when you are busy. Use this period well, and you can make your life much easier later.

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Article Keywords:

appointment setting, B2B leads, <http://www.callboxinc.com/>

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