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There has been a lot of hullabaloo regarding the need for more information about competitor businesses and the market. While the need itself is warranted, the issue raised was in the means of how to get them. Really, do we need to conduct telephone surveys? If, in the course of generating B2B sales, we hit a barrier on how to better reach out to business prospects, then we will need a means to get their attention, and their knowledge, better. The most ideal way is by conducting a telephone survey. The merit of using this medium often divides business people. But why is there a division in this issue?

To start with, phone surveys can be very intrusive. Ever encountered the times when you got a call from a telemarketing representative at an odd hour? You certainly were irritated during those times, right? That is one of the complaints leveled against the use of phone surveys. It is too intrusive. And, some pundits say that it will never be able to get the goodwill of firms whom they have called. For these critics, they believe that getting the attention of business prospects are best done through e-mails, brochures, invitations to seminars, and other activities. There is no need to use such a medium that has already created questionable results in the past.

Still, there are those who believe that phone surveys should form an integral part of your business operations. They contend that the very nature of using telemarketing tactics, its intrusiveness and rapidness, is the reason why you should use it when you want to get information. In the first place, you are trying to get business information because you have a problem, and the sooner you figure out what is wrong, then the quicker your firm can improve. Besides, how can you best glean what your market needs if you cannot talk to them directly? There are some issues and concerns in the market that can be best drawn out through the use of a simple phone call. That is why telephone surveys are still utilized.

While the debate continues between the two sides, you, as the business owner, can decide whether you will need to conduct a phone survey or not. If you are experiencing lagging sales, too many customer complaints, as well as other issues and you cannot make heads or tails of it, then it may perhaps be time for you to conduct a phone survey. You just need to be able to list down what you need to ask from your prospects, ask them what issues they have with your company, as well as other details that can help you in the task. Also, it pays if you work with a good telemarketing company. You can never tell when a simple survey call might actually turn in sales leads. You should have people who can handle it when the need arises.

The debate in this issue will continue to rage on, there is no doubt about that. But if this method can help you unlock your business needs, then this will be to your advantage.

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