Beating Up Cheaper Competition with Telemarketing

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If there is anything that you have to say about competition in Singapore, one thing that can spell disaster for

your business is someone offering cheaper products or services. It might be safe to say that cheapness can

create problems for your lead generation campaign. Generating sales leads can become an even more

tedious chore. How will you address your prospects who are pointing at your competitionâ€™s cheaper prices?

The answer is fairly simple, if you know how to do it. The secret here lies in working with the right people, for

example, outsourcing to a professional telemarketing firm. This can be a great help for you, especially if you

are not familiar with the intricacies of negotiations.

So, how can your telemarketing team assist in your prospect interactions?

1. They can talk about the features â€“ yes, the competition might have something cheaper to offer,

but it is also possible that it lacks features compared to yours. Have your team focus more on what you can

deliver to prospects. More likely than not, prospects will appreciate your offer more. What is important is

that the features you have are the ones they actually need for their business.

2. Focus more on quality â€“ a sensible prospect will understand that quality can more than make up for

quantity. Sure, they might be able to buy more from cheaper competition, but it is almost certain that what

they buy from them will not last for long. This is where you can come in. You must show that what you offer

is of superior quality as to mitigate the initial expensive cost.

3. Provide more convenience â€“ prospects that turn into B2B leads are the ones who value the

convenience of working with you over the price savings that they might get from cheaper competition. Sure,

the price might be lower at the other side of the fence, but if the effort to get such a service is a

drag, then

your company might be able to enter the picture easier.

4. Focus more on relationship building â€“ if your business has an established relationship with

prospects, then that can be taken as an advantage by skilled appointment setters. If not, it is still okay. You

can focus on the fact that your business has been able to stay this long because you have been able to deliver

what you have promised to prospects, and this performance is also something that you can also offer in the

end as well.

5. Provide other advantages â€“ there are plenty of other benefits that you can also offer your

prospects. List the things that your business can do, what problems you can serve, as well as the different

benefits that they can gain from your business in the long run. What is important is that you can actually

deliver the things that you say.

In the end, all these things rest entirely on you being reliable and beneficial. If you can show your prospects

all these things, plus more, then your lead generation and appointment setting campaign will be all the

better. To achieve the best possible lead generation your telemarketers should possess the characteristics of

an effective telemarketer.

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