

How to Close More Sales in Less Time in the Economic Downturn (Part 1)

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Your Business Sales Pipeline

Businesses rely on telemarketers to generate leads. In good times and bad, it's the leads that make the biggest difference in a business. Lots of leads equals lots of conversions from prospects to customers and, consequently, lots of sales. Few leads equals few conversions from prospects to customers and, consequently, few sales. As a telemarketer, you can make or break businesses based on the quantity and quality of your leads. The key, then, is sales mastery to generate those crucial leads.

Generating leads may be challenging in the best of times but generating leads in an economic downturn can be quite a chore! Simply put, leads can be harder to uncover because they're spending less. In other words, telemarketing appointment setting is more difficult because there are fewer prospects with less cash to spend.