

positive. Yes, most marketers find it difficult because they will not know whether they get rejected. But anticipating a rejection can diminish one's morale, thus it is always a good idea to think of things other than a rejection.

Plan ahead. You do not approach someone you like spontaneously, catching them with their defenses down. Before deciding to contact a prospect, it is essential to know whether it is the right person to call. Check if it matches your criteria and subject it to your lead scoring system. If it proves to be a qualified lead, then make the call.

Discuss about needs, not wants. The problem in telemarketing usually stems from the actual conversation. Marketers often make the mistake of not focusing their topics on one particular subject, resulting in poor retention. Avoid this scenario by framing the conversation on the present needs of your prospect. Give them reasons that you are needed to fill the void in their lead generation and not just a partner for the short-term.