



As a manager, it is your job to ensure that everyone is doing well in their work, reaching their sales leads quotas and letting them get even better in their B2B appointment setting operations. And while you may be employing a bunch of **new strategies and methods** that will help them work better, you have to admit that there are some things that will never change. Among these would be the amount of work that you have to do in one day.

Since we are talking about work, you might find yourself doing things that will not help you at all. Indeed, these might actually cause you to waste precious time. It sure makes sense if you can avoid them, right? *So, what are these time-wasters that you should be avoiding?*

- 1. Working too much on the wrong work** - you know that there are limits to what you can do in a single day, so we try to work on things that matter the most. The problem here is when we focus our efforts too much on the *wrong part of your telemarketing campaign*. That would certainly waste a lot of precious time and manpower in our work.
- 2. Putting off the easy ones** - I tell you, the easy tasks that you put off for tomorrow will become the hardest ones on that day. A veteran marketer would take every chance he gets to finish all necessary stuff up on the day it appeared. Letting it linger for later handling would be poor time management, and will cause you to waste time later on.
- 3. You micromanage your employees** - all right, you might want to properly manage and observe your employees, but you will not be going anywhere near your goals if all you do is breath down their necks. You have more important things to do, and your employees will need a little slack while they are working on getting more B2B leads coming in. If you really believe that your employees need guidance all the time, then you probably chose the **wrong people for the job**.
- 4. You focus too much on the details** - in marketing, you should really look at the

details, but focusing too much on them would cause you to miss the big picture. When that happens, well, you might start committing mistake number one or two. Try putting some perspective in your work. That would help.

5. **The wheel keeps getting reinvented** - if there is anything that you might want to learn about in terms of time wasters, it is that reinventing the sales process rarely gets you the right results. Truly, if you are sensible enough for the job, you will know that some selling styles are best left as is. You just have to know what these are and work on them.

Yes, these are sure-fire sources of wasted time. If you truly want to *be productive in your B2B appointment setting campaigns*, please try avoiding these common, but erroneous, business and marketing practices.