



This is what you've told John, *a persistent telemarketer on the phone who's been trying to convince you to hire them, a B2B lead generation company, to perform telemarketing tasks for your business*. The problem is just that you don't have enough faith left in the process because you've already been there, and things didn't go as planned. You just don't want to do it again and true enough, nobody can hold it against you (sorry, John).

***But at least you've got to find out exactly what happened back then, right?***

You don't need to consult a detective to pinpoint the flaws in your previous venture with an external company, because there can only be 3 possible culprits:

1. **The outsourced agency**
2. **You**
3. **Everything in between**

That's all there is. It could be one, two, or all of them, but for sure, the fault will not go beyond those three. You need to do a little introspection, see beyond the failure, and ask, *why did it fail?*

**The outsourced agency**

Just because they're a *lead generation company* doesn't mean they are faultless when it comes to producing results. To start with, there could be a lot of loopholes in their system: incompetent agents, lack of support from leaderships, substandard equipment, lousy IT infrastructures, and so on. It is important, should you decide to give another company a chance, to seek for testimonials from businesses that have gotten their services. Investigate on the things regarding their practices that you may not like. Consult one of your own IT

people to assess their systems. Make sure they're in tip-top shape before they do business with you. If in doubt, don't.

## **You**

*What could I possibly have done to ruin my own campaign*, you might ask. Well, you may have set unrealistic expectations and goals. Most B2B telemarketing agencies won't tell you if your targets are unreasonable (of course, they're trying to show-off a bit, that's all). Or perhaps, on the other hand, you may have been very vague about what you wanted to achieve. You can't just give them assignments and leave them hanging in the air, and then pop back when the deadline's up. For all you know, the company you've hired may be the best out there, but you just didn't use them the logical way.

## **Everything in between**

Blend it all together, and you'll understand why it all boils down to the relationship between you and the agency. There's the issue of trust, of transparency, of feedback, of authority, and the list could go on. Just look back during the days when the campaign was still on-going: how often do you check up on them? How are your conversations with the team leader? How did you overcome difficulties along the way? Were there any conflicts? Would you say, with all honesty, that it was a pleasant, productive relationship?