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Customer service plays an important role in the area ofÂ appointment setting. That is a given, since this is the point where your ability to relate to your customers and business prospects will be tested. How skilled you are will influence your ability to generateÂ B2B leadsÂ for your business. While it may be true that you want to give the best for your customers (not to mention your business prospects), there are times that your work inÂ sales leadsÂ are hindered by very pushy customers. It is like you are being made to do things that are beyond the contract, in exchange for the deal. That sure can be a pain, right? And it is natural that you will react negatively to it. But there is a way to handle that. All you need is to observe a few important points:

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1. Set expectations at the very start â€“ one of the main reasons why customers push too much is because they do not know just where the limit is. Be firm and clear on what you can and cannot do. This will reduce the pushiness of prospects during yourÂ telemarketingÂ call. You can best defend your position this way. You have nothing to fear since you have nothing to hide.

2. Be firm at every turn â€“ â€˜when you give an inch, they will take a mileâ€™. You should always keep th rule in mind. When customers begin to ask for unreasonable things, it is your job to reassert the limits set on your contract. No matter how many times they demand it, you have to be firm with it. This will make it clear that you also mean business. This is for your own good, too.

3. Aim for a mutual understanding â€“ there are times when you really have to do things that are out of the contract, but that does not mean that you should be left holding the bill. Ask for concessions, like an extra charge for rush productions, or limits on free shipping, among others. You have to make the other party know that there is no such thing as a free lunch.

4. Never use threats â€“ your job is to diffuse arguments, right? You will not go anywhere if you begin to threaten your customers. Indeed, this can actually make it worst. You do not want to go through the process of generatingÂ business leadsÂ all over again. In this case, try to cool things down, without resorting (as much as possible) to giving in to demands.

5. Keep all records of your conversations â€“ you might recall all your transactions with really pushy customers right now, but do not expect your memory to be that sharp after months. And that is the normal time frame when everything gets messed up. Better cover your bases by keeping records. You can never tell when you have to pull something out as evidence that the other party was acting all too high and mighty on you.

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That is how you handle such customers.

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Anika Davis - About Author:
Anika Davis is a marketing executive for Leads and Appointments. And has a proven track record in helping b2b companies generate a qualified sales leads through telemarketing, search engine marketing and email marketing. Find more lead generation tips and how to's at a www.leadsandappointments.com

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