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Now, you may have a degree from business school in Malaysia, and you are quite confident that you now have the ability to be successful in your lead generation work. Then the surprise: you have a hard time in generating B2B leads. Why is that so? You have learned so much in class about getting business leads, so why are you having a hard time getting them? The answer is this: you learned them in the classroom. This is where the problem comes in. There are many things in business that you will never learn inside the classroom. And one of these is in generating good sales leads. To be really aware of how you can do the job right, you have to be in the field itself.

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What are these marketing truths that you can learn about?

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1.Failure is not an option ^“ one thing that you might find hard to believe is that failing does not mean that it is the end. Unless you quit, then it is over. Rather, it will be good to remember that failure can provide you with a learning opportunity. Do not be afraid to fail. What you should be wary of is committing the same mistake twice.

2.The word ^no^™ does not mean the end ^“ indeed, there are cases where the answer will change to at a later point in time. It may be possible that the prospect may have no need for your business right now. But still, just give them time. You can never tell when they will change their tune. In this case, you had better be ready to take advantage of it.

3.Check all avenues for an opening as politely as you can ^“ failing to get a favorable answer from one company executive does not mean failure. It only means that you have to really push your telemarketing team to ask other executives. Keep asking around, as politely as you can. You might get lucky and find the right person to talk to.

4.Stay optimistic and conservative ^“ remember that conversion rates in sales leads can be really low. While it is good that you have an optimistic outlook in your work, it is also a good practice to keep your expectations firmly grounded. Being realistic is a good practice, so you will not be deeply affected if your lead generation campaign results are less than stellar.

5.Cash reigns supreme ^“ you should take note that you must be financially stable. Even if you get a really good deal, you will need some cash in the bank to back you up in case something goes wrong. One reason why some companies fail is because they put all their money up, without leaving enough for a rain check. You should avoid this common mistake.

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See it now? Frankly speaking, you will not be able to learn these things in the classroom. In case it is discussed, nothing still beats being there in Malaysia and actually doing it. The real world is a much better classroom.

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