

3 Lessons from Telemarketing that you can apply to your Online

Business

By Robin Forbes

3 Lessons from Telemarketing that you can apply to your Online Business

Robin Forbes
3lessons@pencildude.net

Pencil Dude's Picks <http://www.pencildude.net>

3 Lessons from Telemarketing that you can apply to your Online Business

(c) 2003 Pencil Dude

I was only 18 when I took my first telemarketing job, it wasn't my first experience in sales nor was it my last, (I'm working the web these days) but the lessons I learnt during my time as a telemarketer has enabled me to both persevere and enjoy sales and marketing.

Lesson #1: Selling is a Numbers Game – The more people you contact, the more sales you make.

It's a fact -- regardless of what you're selling, the more people you present the product to the more likely you're going to make a sale. It's such a simple concept, yet people get discouraged when their sales pitch is heard by a few people, or they advertise it to a few people, (doesn't matter if it's a classified ad, banner, etc...) and they don't get a sale.

How many people actually saw and read or heard that pitch? Probably not enough, you've got to get the offer in front of as many people possible before you start to see sales. The same is true even in a retail store on "Main Street". Enough people who are interested and who have the means to act upon any particular offer have to see the offer.

Lesson #2: Not everyone is going to buy.

Even if your prospect needs what you have, or even if they want what you have to sell, it doesn't mean that they will buy it.

Here's a reality... If your prospect has no cash, credit or anything to barter with – there's no sale.

Here's another reality... Not everyone want's the latest, coolest, (insert your product here). That's right, there's no sale.

Here's a bonus reality... Your prospect may want a different brand than what you offer. If that's the case then there's probably not going to be a sale. (Unless the item happens to be a cola and even

then..., you can expect to see the customer returns the purchased item or cancels the service and requests a refund).

Recognize those realities and...

Lesson #3: Always move on.

If the prospect can't afford you – move on. If for whatever reason, someone doesn't want what you're offering then move on because the next person might.

If the prospect is angry or abusive, then move on and clear your mind because someone else is going to be really enthusiastic about what you have to sell.

If the prospect is lonely and just want's to chat, politely move on. You've got a lot of people to present to, so always keep moving.

Keep on presenting the right opportunity/merchandise to enough of the right people at the right time and you'll see sales.

=====

Pencil Dude aka Robin Forbes is the Proud Publisher of Pencil Dude's Picks <http://pencildude.com/> and is on the road to affiliate success.

Check out the simple tools and resources that he uses to make his ezine profitable: <http://pencildude.net/>

=====

Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)