

Looking for Leads in all the Right Places

By Rozey Gean

Looking for Leads in all the Right Places

Rozey Gean
rozey@marketing-seek.com

Marketing-Seek
<http://www.marketing-seek.com>

LOOKING FOR LEADS IN ALL THE RIGHT PLACES

By Rozey Gean

You do not have to complete a course in “Effective Sales 101” to compete for Salesperson of the Year. By discovering the best sales lead generators, new and seasoned online and offline entrepreneurs will find themselves turning up business in all the right places. Here is what the experts have to say:

1. **LET EVERYONE KNOW YOU ARE IN THE MARKET** by drawing attention to yourself and becoming an activist for what you are marketing. Drawing attention to yourself simply means, listen to what others are saying and find a way that you can convert the conversation to your business. It is not enough to simply know what you do, but in order to be successful, you must find the right moment to let others know, as well.
2. **SOLICIT LEADS FROM THOSE YOU KNOW BEST** such as family, friends, former co-workers, acquaintances, vendors, old classmates and friends . . . etc., etc. and ask them for sales leads. Everyone must know at least a dozen people, or more, that they can refer as prospective customers.
3. **MAKE COLD CALLS A PART OF YOUR WEEKLY ROUTINE** by utilizing the contact information provided to you by those people you know best. Draft and perfect a sales script that is built around solid questions you can ask each prospect. Ask for permission to send material and always try to set up an appointment to meet with the prospective customer.
4. **PARTNER WITH OTHER BUSINESSES ON THE INTERNET** in establishing mutually beneficial relationships in marketing and doing business. Discover ways that you can share marketing ventures, ad and article swaps, and databases of ideal prospects. Never hesitate to take part in legitimate joint ventures that will bring more exposure to you.
5. **IMPLEMENT A STRUCTURED ONLINE DIRECT MAIL CAMPAIGN** that has potential to work for you. Effective online direct mail marketing campaigns start by gaining permission to solicit. Gaining permission is extremely important because sending direct mail by any other means is considered spam, which could ultimately affect your Internet privileges. Once you have gained permission to add a prospect to your mail list, then you should send out information to the individuals on your mail list on a periodic basis.

Sales letters, Internet brochures, a simple e-book, announcement of upcoming specials, and discount coupons are all examples of effective direct mail marketing materials.

Most important, make sure you follow up with individual prospects after you have sent the marketing material. Give the prospects time to look over it and then follow up with each one until you are able to close the sale or have been told no.

6. GENERATE PROSPECTS THROUGH REFERRALS from satisfied clients. Satisfied clients are your most valuable assets. They are “sold” on your products and services. Make it a point to remain in contact with previous clients, as they are an important resource for future business. Offer a valuable discount or gift to them for assisting you in landing new clients.

7. ASK AN INFLUENTIAL PERSON TO ENDORSE YOUR PRODUCTS AND SERVICES. Certainly, you have established a relationship with at least one influential person who would be willing to endorse your business. The results of their success could also be the key to your success. Once you find a willing endorser, work together in establishing the details of your campaign, such as payment for the actual endorsement and any expenses incurred by the endorser.

8. DRIVE PROSPECTS TO YOUR BUSINESS BY PUTTING YOUR EXPERTISE INTO PLAY. Discover ways that you can get yourself in front of people online and offline. The possibilities are endless. Participate in or hold workshops and seminars, sponsor a luncheon or breakfast, monitor roundtable discussions, write and contribute articles, hold a home party or open house, and advertise yourself to organizations and groups as a keynote speaker. The possibilities are limited to your own imagination.

9. TAKE PART IN TRADE SHOW EVENTS as a participant or attendee. Trade shows provide an excellent opportunity to attract leads; however, you must be certain that the trade show is targeted to your specific industry. On the other hand, if you decide to merely attend the trade show to market to vendors, as opposed to actually participating therein, then you should approach each vendor with a carefully organized “sales pitch” for your business and have materials available to provide to them.

The possibilities are endless as to what you can accomplish when you strike up leads in all the right places. Once the leads have been established, develop a strong and consistent plan for following up on each one and closing the sale! You will come to generate business from places you never imagined possible, and you may just qualify for that Salesperson of the Year award after all!

Copyright 2000, Rozey Gean, All Rights Reserved

Rozey Gean is the founder of the Marketing-Seek.com website where ezine publishers and writers are brought together in an easy-to-use, friendly interface.

<http://www.marketing-seek.com>

Email - <mailto:rozey@marketing-seek.com>

[Get-Articles.com](http://www.get-articles.com) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)