



GETTING STARTED

Is your
phone ringing
constantly with
new leads

?

Is your
pipeline full of
qualified
prospects

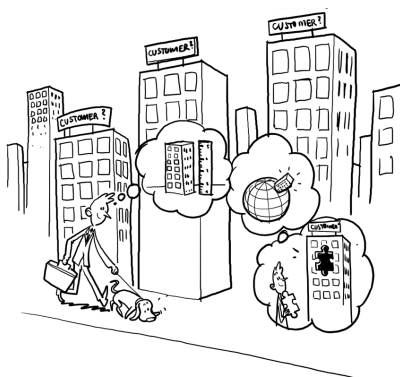
?

If so,

you must be doing a great job with existing customers. Exceeding their expectations and delighting them in ways that motivate them to recommend you to others.

1. Finding the right company

First, focus on the companies that are the most attractive to you, based on their size, industry position, or geographic location, whatever is important for you, of course. Next, think about the types of challenges your target customers need to have to make your products or services attractive to them.



2. Finding the right person

Once you are focused on the right companies, you have to find the right person – the one who has the pain and the power to make a buying decision on the things you sell. Don't know who that could be? Business networking sites could be a good place to start to find the right person or other contacts that can introduce you.



If not,

then here are 3 key things you could do to generate more leads.

3. Finding a reason to meet

Once you have identified the right person, you have to find a topic that will motivate them to want to meet you, and use it in your approach strategy. This isn't easy – you only find out their real needs when you're already in the meeting. Your communication with the prospect, from the subject line and content of your first e-mail to your follow-up call must be linked to the specific needs you've identified.



Successful lead generation

So, if your phone is not ringing constantly today, don't despair. A structured approach, and a little research, combined with perseverance and hard work will soon fill your agenda with new appointments.