

Six ~~Four~~ Innovative Sources
for Lead-Generation



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At SalesVaultInsider.com/ISA

1. Sales Vault:

- Weekly Zoom presentations
- Weekly sales challenge discussion groups
- Download templates, scripts
- Archived, searchable content

2. Speaker's notes to this presentation

3. Sign up for Oct. 20 Office Hours: FREE!



4 Keys to Sales Success

- Know where to look
- Know what to say
- Create an effective prospecting process
- Apply that process with diligence

Goal: Good Sales Conversations



Where to look for the best leads

- Traditional
- Innovative



Traditional

- Lists
- Networking



A word about networking

- It's not about you
- Change your approach and you will change the outcome
- Be a giver, not a taker



Innovative lead generation

- A big brick building
- A small metal box
- Open eyes
- Storytelling
- No slouches
- DIY



Reference Librarian

- Be specific
- Company size and location
- Vertical markets
- Best part: It's FREE!



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- Meet up



A lead-collector on a stick

- Collect mail pieces, examine and ask: What is their message, purpose?
- e.g.—Seasonal opportunities
- Every employee at your Company is a source of leads for you to call on
- Put a box in the lunchroom



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Paying attention

- The Wall Street Journal
- Look for trends
- Research: Google, Associations
- Prospecting by driving around



See the opportunities

- In general, and
- In your world
- Example: Your bank lobby



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Next...

- Let's get the phone ringing...



Marketing is the new Sales

- Case studies on YouTube
- White papers
- Testimonials
- Downtime coming up



And don't forget...

- Collect the leads whenever possible
- Google forms (also free!)



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Slouches don't volunteer!

- Banks 10x on sponsorships
- Wildflower Camp Foundation



Do it yourself

- MeetUp.com
- Create a group
- Be consistent
- Partner up



Summary

- Go to the library
- It's in the mail
- Pay attention
- Tell the story, build the brand
- Volunteer
- DIY



The Sales Vault

- Free for 30 days
- Monthly \$30/participant
- SalesVaultInsider.com/ISA



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