

New Business

“The Man at the top of the mountain didn't fall there”
-Les Brown



Do you have a plan?

Driving down the street looking for a business to call on is not the best method



Strategy Without Tactics
= Long Road to Success

Tactics Without Strategy
= Noise Before Defeat

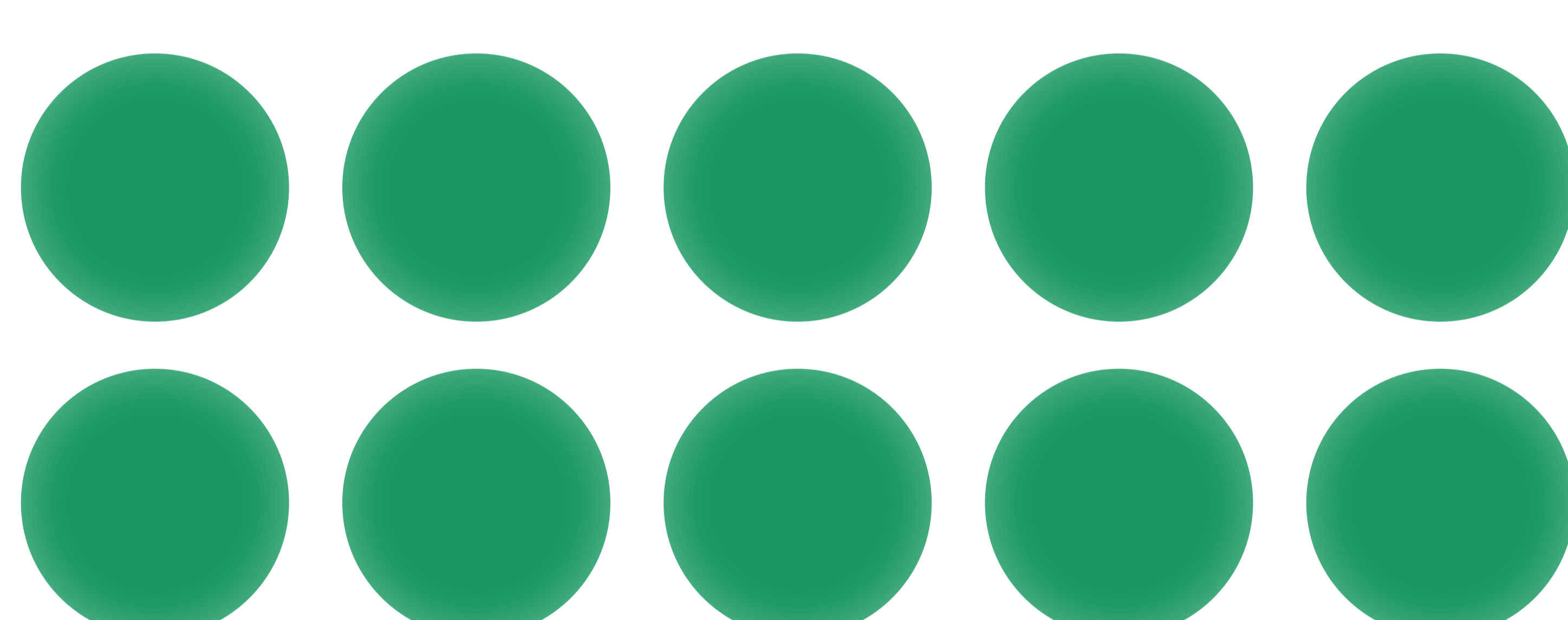
What's Your Plan?

To stand out?

To Be Different?

To be remembered more often by your potential clients?

What Techniques Work?



What Techniques Work?

- Cold Calling
- Demo Ad
- Letter of Introduction
- Category Selling
- Outrageous Stunts
- Client Referrals
- Seeding Campaign
- Voice Mail
- DJ Video Message
- Networking

Split Into Groups of 2 or 3 people

Pick the 3 prospecting techniques your group thinks are the most effective. (7 Minutes Total)

At the end of the 7 minutes your group must present and defend your answers

Present Your Answers

Pick a Spokesperson

What did you choose?
Why is it the most effective?

Rumple Up!