

Title:

Acquire New Business

Word Count:

669

Summary:

A major part of keeping profitable and growing your business is maintaining a focus on business

Keywords:

New Business Plan, Small Business Plan, Small Business Startup

Article Body:

<p>A major part of keeping profitable and growing your business is maintaining a focus on business

<p>Generate leads </p>

<p>Identify the types of companies you want to work with and a realistic number of companies

<p>Finding potential clients and identifying new opportunities can be done through networking

<p>Track the companies you approach in a database (you could use Microsoft Excel or Access)

<p>Qualify the leads </p>

<p>Once you have a list of identified companies you must review to ensure they are really

<p>- Do you have the right contacts to get started? </p>

<p>- Do you have the right services to offer them? </p>

<p>- How can their website help you understand them better? </p>

<p>- Do you have any conflicts of interest in pursuing this company? </p>

<p>- Does this client have growth potential or would it be a quick job? </p>

<p>- Who makes the decisions? How can you reach them? </p>

<p>3. Raise your business profile </p>

<p>By raising your company profile (no matter how small you are) you'll be able to

<p>4. Show them what you're made of </p>

<p>Start to reach your qualified opportunities by showcasing your company's products

<p>Develop standard template letters in Word to send to potential clients to accompany

<p>There is no specified time for this courting so be patient. It could be six months

<p>5. Set a meeting time </p>

<p>So you're in the door. Now you need to sell yourself. Tailor the meeting to suit the

<p>6. Follow up </p>

<p>You've presented your capabilities and ideas. Don't stop there. Follow up is essential

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