

Title:

Convert leads into clients and boost your sales

Word Count:

642

Summary:

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

Keywords:

small business, small business ideas, small business start up

Article Body:

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

1. Generate sales leads. Identify the types of companies you want to work with and a realistic

Finding potential clients and identifying new opportunities can be done through networking even

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

2. Qualify the leads. Once you have companies identified, review it to ensure they are realistic

Do you have the right contacts to get started?

Do you have the right services to offer them?

How can their website help you understand them better?

Do you have any conflicts of interest in pursuing this company?

Does this client have growth potential or would it be a quick job?

Who makes the decisions? How can you reach them?

3. Raise your business profile. By raising your company profile (no matter how small you are)

4. Show them what you're made of. Start to reach your qualified opportunities by showcasing your

Develop standard template letters in Word to send to potential clients to accompany your credentials

There is no specified time for this courting, so be patient. It could be six months before any

5. Set a meeting time. So you're in the door. Now you need to sell yourself. Tailor the meeting

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

This is a demo version of txt2pdf v.10.1

Developed by SANFACE Software <http://www.sanface.com/>

Available at <http://www.sanface.com/txt2pdf.html>