

Title:

Create More Sale Opportunities with Two Simple Ideas

Word Count:

651

Summary:

If you are in sales you know one of the most challenging aspects of what you do is getting in

Keywords:

Business, Marketing

Article Body:

If you are in sales you know one of the most challenging aspects of what you do is getting in

The question becomes: How do you keep your promotional advertising and unique marketing items

Sales is really about the ability to think quickly, be flexible, creative and innovation. Rega

Selling is also about taking stock of your market, your prospective customer, and yourself bef

Selling is truly an art. It is not just about getting the business. It is knowing you are maki

Following are two fun ideas from the book, ^101 Ways to Get Your Foot in the Door.~

Growing Solutions

A lot of selling is about assisting prospects during periods of growth.

The gift of a live plant is a great way to get your foot in the door. Most everyone appreciat

You can play on the words ^growth~ and ^growing~ while sending a gift that will stay in the of

Along with your card include a note that reads:

- We are interested in helping during this rapid period of growth.
- Is your business growing to the point that you need our service?
- We'd love to help you grow.
- Instructions for growth: Water once a day and call us at _____.
- Congratulations on your growth.~

Don't be stingy if you're going to do this. Buy a big healthy plant and have it professionally

New Company in Town

A great way to get your foot in the door is to be helpful long before you knock on it. When a

Make sure these are reputable companies and individuals who offer quality products and service

A - My Favorites - list could include:

- Chambers of Commerce
- Conference centers
- Consultants
- Florist
- Local associations and contact numbers
- Local printer
- Media contacts
- Restaurants (think about including a take-out menu)
- Office supply store
- Places of interest

-Travel agents

Remember to include yourself and your services!

Once they receive your list, follow up and ask if you can be of assistance in any way. The Law

The ideas for getting your foot in the door are endless. Again, all it takes is making sure yo

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