

# Solid Stream of Leads

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In the last Sales Skinny, we talked about prospecting. Today, I'd like to continue with that important thought.

To be successful you must have a solid stream of leads to work. The last thing you want is a gap in your prospecting efforts — after all, that would create a gap in your income! So, let's continue to discuss how to keep a supply of leads at your disposal.

By networking a wide variety of organizations, you can build a contact list of assorted referrals.

Think about every possible vendor — from furniture and flooring salespeople to interior designers, painters, locksmiths, financial planners, travel agents, cleaning establishments, insurance agents... the list goes on and on! Consider people who you can refer.

Let me emphasize that again — who YOU can refer. Become a “sphere of influence” by referring people to your contacts. In turn, your contacts will surely reciprocate by giving your name to others when they're in need of a quality security system. Don't forget, statistics show you will be 40-60 percent more successful with a referred lead than a nonreferred lead.

With your hairstylist, your paper carrier, your networking group, whoever, remember to use your imagination and always give something first before you expect to get something back. Good luck and happy selling!

