

The "Gold Mine" in Old Contacts

There's an often over looked low cost marketing strategy at your fingertips.

Don't underestimate the "gold" in old contacts and current customers. Today's sales teams are ramping up the new business development strategy by contacting people and organizations they've never met before. They're culling through LinkedIn®, attending networking functions, conferences, trade shows and more. There's an often over looked marketing strategy right in front of you, within easy reach and low cost marketing. Believe it or not, there's plenty of new business with old contacts.

Sales Huddle Energizer

Ask your sellers to call contacts they haven't spoken to within the last 2-5 years. Your sellers will be pleasantly surprised at what may open up.

And even if nothing opens up (which rarely happens), at the very least, they'll get some good vibes from the welcoming reception they'll receive.

Of course they may learn many moved to other companies or phones are routed to someone new.

That's several new leads right there!

Become resourceful with LinkedIn®, Twitter® and other Internet resources to track down those at new companies.