

COMMERCIAL SNAPSHOT — SALES TIP



‘How many new people do you talk to every day?’ – You must put new people into your contact ‘pipeline’ every day in an ongoing way. Grow your database and understand how that is happening. Then get active in sending prospecting letters. How many prospecting letters do you get out every day? – A small number of prospecting letters sent every day (3 or 4) and followed up by telephone call, is far better than hundreds or thousands of letters and direct mail pieces that are not followed up. Systems are everything in our business.