



Prospecting for New Clients

Dave Kahle

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There is probably no task in the world of sales that causes more sleepless nights, sweaty palms, and frustrated salespeople, sales executives, and business owners than acquiring new customers. The vast majority of salespeople would prefer to never have to call on a prospect. The process is fraught with rejection, frustration, and wasted time and effort.

But acquiring new customers is quickly becoming the one place in the sales process that defines success for companies and individual salespeople. Do it better than your competitors, and you have a shot at success. Do it worse, and you probably won't survive.

Regardless of the kind of business you're in, the market, the product, or the state of the economy, there are ways to do it better and improve your results. As in every other sophisticated endeavor, there are insights and practices that rise to the surface because of their proven effectiveness. The purpose of this e-book is to give you the time-tested techniques, from the best prospecting practices to turning those prospects into profitable customers, that will enable you to beat the competition.

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