

Building your pipeline



Existing Customers

- Most businesses know where and how many ... If that
- Not many know whether they are under or over performing against their competitors and/or the market.

How do I find that out?

- Conduct a **data audit** and confirm:
 - Size (Spend, Number of Employees , Revenue)
 - Location and/or Industry
 - How you compare to the market



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Leads (in increasing cost order)

- Your network
- Google, LinkedIn, Yellow Pages
- Business Support Groups
- Associations
- Events
- Prospecting Tools / Services

You **will** get what you pay for –return on an **average campaign** is normally 3-5%



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Prospecting pitfalls

- Are you familiar with privacy/spam laws – every body emails and everybody hurts!
- Do you really know your market?
- Can you clearly articulate your message? (Elevator pitch)
- Get a little help from your friends but don't be fussy
- What if it works?
- Return on investment – you will get what you pay for



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Will they buy AND pay on time?

- Risk vs. Reward
- Consumer Credit Checking – risk indexes / demographic profiling
- Commercial Credit Checking – trade programs



Contact me - please



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