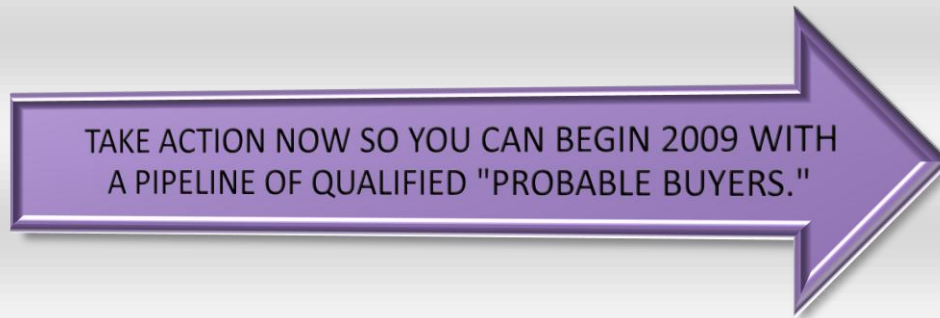


Economic Downturn Creates Sales Opportunities

Let's face it we all know that organizations are laying off employees and going out of business. Who will be left when the dust settles? YOU!

But first you must START by leveraging your database of contacts. That's where it all began, right?



5 STEPS TO INCREASE YOUR PIPELINE OF LEADS

1. You **MUST BELIEVE** that you will always have a flow of qualified "Probable Buyers." Think lead flow so you can **ATTRACT** lead flow!
2. **Get CREATIVE!** Leverage your *CRM database. Market to your contacts by creating mass mailings, targeted campaigns by segmenting your audience, conduct campaign analysis, export lists & hand-off to direct mail houses & partner agencies & contact the CRM manufacturer to learn about new marketing ideas.
3. **Read the Latest News** about your probable buyers. Be sensitive to market conditions & be strategic with your approach. <http://news.google.com>
4. **Prepare your Qualifying Questions** in advance with the purpose of seeking to understand what's happening in their industry and how your services & products will help them.
5. **Create a "Probable Buyer" Feeder System:**

- Identify & contact your Lead Influencer™ who is a person who understands what you're offering & wants to help you succeed by giving you leads (Customers, Friends, Co-workers, Relatives, Past Customers, etc...).
- Join social networking groups:
 - [www.linkedin](http://www.linkedin.com)
 - www.facebook.com
 - www.twitter.com
- Start a Blog www.blogger.com
-
- Partner up with other professionals who target the same buyers.
- Speaking Engagements
- Join a Trade Associations
- Ask for referrals

What are you waiting for? Start right now!

**Customer relationship management (CRM) is a term applied to processes implemented by a company to handle its contact with its customers. CRM software is used to support these processes, storing information on current and prospective customers. Information in the system can be accessed and entered by employees in different department (www.wikipedia.org).*

Steffi J. Paskow, Management Consultant servicing companies ranging from startups to Fortune 500. Twelve years in consulting including C-level coaching, business development, strategic planning, training, talent management & mentoring. Brings experience as an entrepreneur to clients, sharing her passion for taking businesses from concept to profitability, focused on planning, sales & marketing. Additional eleven years' in direct enterprise sales and sales management experience with a track record of exceeding goals and achieving national recognition.

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