

Where are the prospects?

- Get from the cold market to the warm market

Set-up your recommendation chain

- No distributor - no recommendation
 - Your clients will gladly tell others
- The job is only done, after you have three recommendations

Collect recommendations

- “It is very advantageous for you to buy our product, right?”
- “Do you know anybody, who also wants to enjoy the same benefits?”
 - Have a pencil and a notepad ready.

Strategy to make new contacts

- For encouraged people:
Talk frankly about your opportunity
- For cautious people:
Go step by step
- Suggest an informal talk at the first contact.
 - Good relationship comes first.
 - Then call to fix an appointment

How to approach

- „Are you open-minded enough for new opportunities?“
- „I‘m just opening a new subsidiary. Do you know someone?“
- „You appear so cheerful and open-minded. May I ask you one question?“
 - „Do it like Inspector Colombo...“

Find out motives while talking

- Everybody likes to talk about himself or herself.
- Asking questions keeps a conversation going.
 - Be interested.
- Exchange business cards when you part.

Where to find new contacts?

- Become a member!
- Never sit alone.
- Use public transportation.
- Expositions and events.
- Sports & Fitneß.
- Find new ways.

You may strike gold in the newspaper or advertising journal

- There is a human being behind every ad.
 - Look close at whatever is sold.
 - Meet the person behind the ad.
 - Fix an appointment later.

Online-Marketing and Social Media

- Social Networks
 - Buying leads
- Messaging services
 - Chats
- Newsletter

There are no strangers

...only people you don't know yet!