

Avoid Chasing Cold Call Leads To Get New Customers

It should be very frustrating chasing down over used cold call leads to end up getting disappointing results. We all know the most common rejection lines you hear are: "I'm not interested." and "I don't have the money". You might get a few sales, but it would be much more profitable for you to follow up with hot, fresh, qualified leads instead.

These are leads of people that are already interested in your product or service. They want it, they need it and they have the money to buy it. They have not gone through the sales drill and the mental gymnastics by other companies that got to them before you.

Anybody can sell you a worn down over used marketing list and tell you that the names on it are all good and within your particular target market. Face it; you really do not know what you are getting. The best way for you to be sure of what you are getting is to obtain the leads yourself as an Exhibitor in a Trade Show, Expo, Exhibition, Fair, Festival, Convention, Seminar, Conference or Swap Meet.

Obviously the people who come to these types of events are interested because most of the time they paid good money just to be there. They also gave up their entire morning or evening or day or sometimes their whole weekend to attend.

Before you decide to participate, confirm that the people attending are your target market. You will be able to showcase and promote your business in front of a large crowd of people that you know for sure are ready to buy your products and services. They come up to you instead of you chasing behind them.

The first thing you should do before you decide to participate in any event, is to find out how many people attended in the past and how many they are reasonably expecting this time. Make sure that there will be at least a few thousand people attending. If the attendance is too low, it could result in being a waste of your time, money and effort and you will not get the profits you want.

After you find an event that has a significant number of people in your target market that are attending, sales are not automatic. You still have to do your part because many of your competitors will be at the same event. Competition should not be a problem for you if you Brand your business for success. That way the people will remember you over your competition.

If you decide to participate, during the event you should start building friendly relationships with your potential new customers. Answer their questions. It is very important that you find out any problems, complains and concerns they have in general about your particular industry. Convince them that your product or service will solve their specific problem.

Exchange contact information. Ask them for their business cards. Give them your marketing materials and your business card.

After the Expo, it is absolutely critical for you to follow up with them a few days later. Many Exhibitors neglect to do this. Do not wait for them to call you. The good part is that now you have an enormous advantage because you are working with good, hot, fresh, qualified leads. You also know personally for a fact that these people are interested.

Source: <http://www.articlecircle.com>

About the Author

<http://www.realestateexpousa.com> Stephanie Gibbs provides Exhibitors with important Marketing & Branding information to prevent costly mistakes so they can be successful at the Real Estate Expo in major cities across the USA. FREE Bonus helps to increase profits. Donald Trump is LIVE on stage.