

How to Acquire More Leads

By [Don Pooley](#)

The most effective prospecting techniques were revealed in the August 1st, 2002, issue of TIP (URL at end of article) that resulted from a survey of financial advisors earning over \$200,000 annually.

Here's how they rated the following techniques:

1. 100.0% for Referrals from clients, and non-clients
2. 69.6% for Contacting clients by phone, or in person
3. 60.9% for Seminars, teaching classes
4. 60.9% for Speeches, talks to civic, trade, and select audiences
5. 56.5% for Participation in organizations composed of clients
6. 47.8% for Printed newsletter, mailed or hand-delivered
7. 43.5% for Electronic newsletter, faxed, e-mailed, or on website
8. 43.5% for Writing articles for newspapers, magazines, or books
9. 34.8% for Professional public relations
10. 26.1% for Cold e-mailing, faxing, or mailing brochures, etc.
11. 21.7% for Working with the media
12. 17.4% for Cold calling, by phone, or in person
13. 17.4% for Website focusing on you, and your business
14. 8.7% for Directory listings
15. 4.3% for Advertising in newspapers, magazines

To improve your prospecting reallocate time or money that you've been spending on techniques in the lower part of the list to those you have yet to try in the upper part.

The easiest one to add is a newsletter. Start by buying one where you can print or email it to clients, and prospects.

Then ask clients you've been sending it to for referrals. In the first issue to these referrals include a note that says "Bill Smith told me you'd find my newsletter useful".

To maximize referrals work in a niche market. If you deal mainly with dentists, for example, they know other dentists to whom they can refer you as someone who specializes in advising dentists.

Your seminars, speeches, newsletters, etc. can also target their needs.

Successful prospecting is an ongoing regular process. It's the raw material, the ore, from which sales are made.

So make prospecting your primary daily activity.

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Don Pooley has shared his marketing know-how with audiences in major Canadian cities, London, Australia, Chicago, New York, San Francisco, Hong Kong, and Singapore, and now in his free ezine, TIP. Subscribe at <http://www.eTIP.ca/>, or get free article downloads, and redistribution rights info at

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