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Finding Sales Leads and Contacts goes Hi-Tech

By Dwight Stickler

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Where sales people used to spend lots of time prospecting for leads and cold calling, now they can simply log on to the Internet and buy, sell or even trade leads and contacts at a new website.

Run a quick search on Google and you will find over 400, 000 listings under the term "sales prospecting". Most of the listings involve list brokers, marketing companies who supply leads and lists or actual articles on how to effectively Finding Sales Leads and Contacts goes Hi-Tech use your time to find and generate new sales leads.

Traditional sales prospecting involves making cold calls. Either by telephone or dropping in on the prospective client or customer. These are time-tested means of acquiring contacts to sell to. And they do work.

Many sales people would tell you though, that these methods usually require a lot of time and effort. In fact, when I worked as a professional sales person for a direct mail advertising company, I was spending nearly 80% of my time cold calling and qualifying leads. The majority of this time was spent trying to determine who would actually be making the buying decision.

Although there are numerous low tech ways of dealing with this issue such as using direct mailing and telemarketing, up until now there has been few ways of networking with other sales professionals to actually exchange leads and contacts. Some networking events such as Chamber of Commerce meetings and Professional Sales Organizations "meet and greets" do allow a sales person to network with other sales persons to exchange contacts information, however, the time invested in these sorts of activities could be extensive for the results.

A new hi tech way for sales people to exchange, trade and even buy and sell contact information has emerged on the Internet via a website. This website is formatted as an online marketplace for contacts. A sales professional can enter the contact information they have for a certain company and then is

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credited to their account with the right to then select 2 different contacts for their one.

This membership website gives salespersons two different options for getting contact information. They can enter whatever contacts they have for trade, or for a minimum membership fee; simply buy the contact information they desire. It is apparent that the venture capital industry sees the benefit of such a service as well.

Recently this website's principals secured two rounds of venture capital to build and manage this site. The initial round garnered \$750,000 dollars to build the website itself. And then in a second round of capitalization received over 5 Million dollars to ensure the long-term operations of the site.

According to the website itself, there are already over 250,000 contacts at over 30,000 companies

already available with over 2000 Vice Presidents of Marketing listed as well as over 60,000 IT Professionals.

Currently sales people who want to start using the system can do so with a free 2-week trial. The two-week trial includes the above-mentioned offer of 2 contacts for every contact entered. All contacts include both telephone number and email address. To find out more about this new hi tech service for getting contacts and sales leads please visit, <http://recommended.bravehost.com/jigsaw.html>

Providing quality Press Release and Article Writing as well as distribution services through my EBay Store.<http://stores.ebay.com/Public-Relations-and-Marketing>

To Lead or Not to Lead?

By Damon Smith

Working with Leads or Opt-In Clients can be very confusing at times, Some people will tell you that Leads are not a good source of advertising while others will say that you can not get much better ways of Advertising..

It all depends on what source of leads you are using that will give you the best results. FFA and Classified leads are ones that you should NOT use. The reason is that most of these leads are dead the day they are posted. People waste time and money using these types of leads because the person that posted at the FFA or Classified site are using a JUNK Email address so that they dont get swamped with returned email.

So what kind of Marketing Leads work?

I am glad you asked! Optin and Double Optin Leads are the ones that you need to be using for two reasons.

(#1) These are people that ASKED or filled out a form on a site for more information on

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marketing, advertising, home-businesses and things like that.

(#2) Double Optin Leads are the best you can get for your time and money. These are people that took the time to wait for a email message from the company and then clicked on a link for more information.

Working with these people are very rewarding. You are not only getting people that are looking for information that you have but you are also targeting your clients. When companys like

search for these people they make it a point to make sure that they are looking for

your product or service.

The only other option then using leads is having your own list of contacts. People that have asked to join your list for more information. Having access to these contacts on a daily bases will get them into joining your service or affiliate program. This means money in your pocket for as long as they stay with your service.

Of course the best thing to do is get on a personal level with your contacts. The Internet is so UN-Personal that it is really sad. Most business owners are in the business for a income and not for friendship. Affiliate programs are a great source of income. But allot of good they will be if you have no one to work with you in your team.

Buying leads and getting to know the people that are looking to you for advice is your #1 goal. When you send a email to your leads make sure that you get personal with them and let them know you are there to help, Not just to make money from them. In the long run you will see that the list of Leads that you bought will not only work with you but they will work for you!

Damon Smith is the Publisher for HaileysComet Weekly Ezine. A marketing and advertising newsletter that has tips and articles that will help you build your list in less time and effort. Subscribe to our newsletter and receive free weekly ads, and our 5Part Mini Ecourse ListBuilding on a Budget!

To Lead or Not to Lead?

Marketing or Selling --- Which is more important?

Searching For Auto Tech Schools

Organizing Business Cards for Effective Contact Management

The List Is The Thing

Rolodex Pro Contact Manager Software

Pay Per Text Marketing

The Gurubuster Doubler

GET PAID TO SHOP AND ENJOY FREE HOLIDAYS! – By Avril Harper

Power Profits Autoresponder Course



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