



Generating New Leads Power Line

*Professional Selling is networking a product or service...
with those who can benefit from its use.*

Name:

Date: _____

Priority of Importance - Current Effectiveness = Power Gap

Top 10 Prospecting Opportunities

	PI Level	CE Level
1. <u><i>Cross-Selling Clientele</i></u>		
2. <u><i>Acquiring Referrals</i></u>		
3. <u><i>Networking Events</i></u>		
4. <u><i>Centers of Influence</i></u>		
5. <u><i>Social Media Connections</i></u>		
6. <u><i>On-the-Spot Observations</i></u>		
7. <u><i>Strategic Alliances Associations / Connecting Business Markets</i></u>		
8. <u><i>Tracking Decision Makers</i></u>		
9. <u><i>Public Events / Teaching</i></u>		
10. <u><i>Cold Canvas</i></u>		