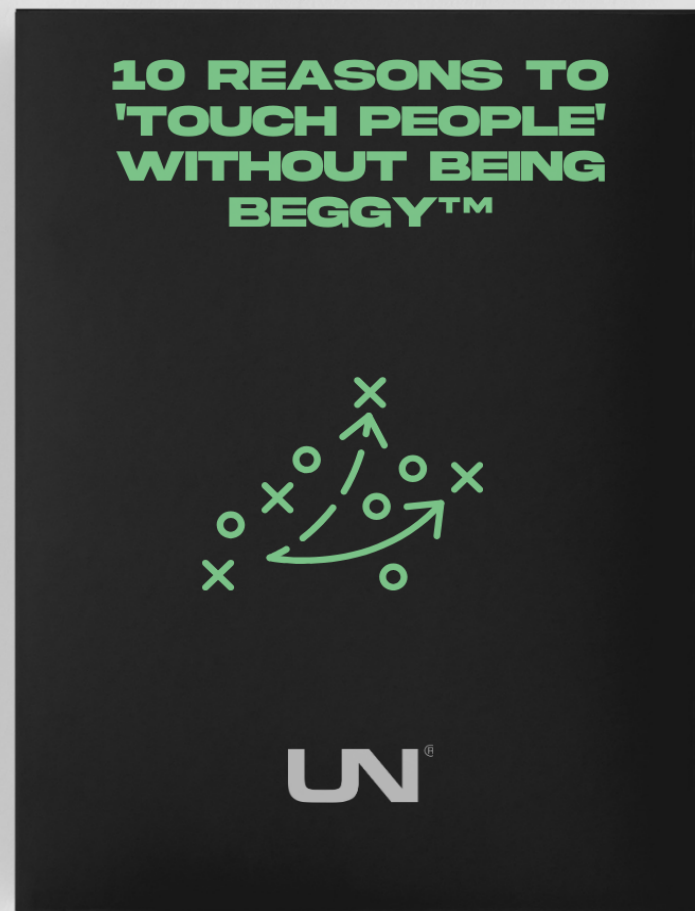




10 reasons to 'touch people' without being beggy...

Here's x1 simple exercise I do with clients to help their sales team generate more predictable/sustainable pipeline.

We've all heard the 'ball park' "95% of people aren't 'ready to buy' right now".
Being front of mind when they are is the goal.

List 10 reasons you can get in touch with a prospect to add value/have a meaningful interaction without reaking of commission breath.

The better these reasons. The more likely the sale (when they have the problem you solve).

Keep as an editable doc. Add more reasons as you go.

Create a hot 100 list and fill your boots.

Examples...

- send PDF with market insights
- send an interesting article/post
- ask for referrals
- send sales deck
- share an industry podcast
- invite to an event
- invite to give thoughts on an industry topic (see industry report playbook)
- check in to see how biz is
- ask about priorities/goals/challenges right now

etc the list is endless