

November 10, 2008



## Just for Today

Don't we all aim for building our business through word of mouth? After all, that's the easiest way to grow - raving fans, solid clients and - it's free! But is it? Only if you have a full pipeline - all the time.

**Here are the steps you need to take to fill your pipeline:**

1. Create a pipeline designed to **repeat** - from referral, from cross sales or from renewable services or products.
2. Fill your pipeline with **quality** prospects - this means qualifying your prospects.
3. Design a **prospecting plan** - who, what, where, when and why and schedule these activities a year in advance.
4. Conduct intensive **lead-generating campaigns** throughout the year to grow your client base.
5. Have a **database management plan** in place. What is your account plan?
6. And, finally, **nurture your clients** in a way that they will send you pre-qualified, excited and loyal contacts to keep your business growing.

**Just for today:** identify the skills you need to develop:

- Do you need to work on your sales/prospecting skills? Do you need to improve your communication style?
- Do you need to work on your relationship-building strategy?
- And do you need to develop a better closing conversation?

Invest in your business. Get the help you need to create a solid "by referral" plan for your business.

A handwritten signature in blue ink that reads 'Angela'.