

# 3 Soft Ways to Successful Business Development

Success in business development lies in being persistent, consistent and able to action a range of strategies. The following strategies can provide short and long term sales opportunities:

## The referred lead - cold referrals verses hot referrals

Being referred comes with creditability and trustworthiness because it is personal. This has an impact on decreasing competition and reducing the selling/buying cycle. The sales opportunities are huge yet many salespeople don't know how to develop their referral business. There are only two types of referrals, cold or hot. A cold referral is one where the person being referred to is not expecting a contact from you. A hot referral is one where the person is expecting a call from you.

## Dormant accounts

These accounts can be a great source for generating sales. By uncovering why an account has become dormant can change the status to become active again.

## Social media networking

Social media networking has become part of the sales culture and is the most rapid growing business development strategy. To find and connect with potential clients either directly or indirectly through a third party referral has become easy.

According to Wikipedia there are over 200 social media sites. The following is an overview of 3 popular sites:

## Facebook

This has an estimated 750,000,000 unique monthly visits and is the most popular site. More than 2.5 million websites have integration with Facebook and 300,000 users helped translate Facebook into 70 languages.

## Twitter

With 250,000,000 estimated unique monthly visits it is the number 2 most frequented social media site. It is a global chat room that has developed into a leading edge information source.

## LinkedIn

LinkedIn has 110,000,000 estimated unique monthly visits. Today 61% of people use LinkedIn primarily for professional networking, to find companies and people.

These strategies are easy to implement but require skill, patience and persistence. Why not select two and focus on these for the next 30 days? Let me know how you get on.



For more information or if you want to discuss a sales or sales management issue then contact Kurt Newman on +61 412 252 236 or email [kurt@salesconsultants.com.au](mailto:kurt@salesconsultants.com.au).



*Kurt's expertise is in improving the sales effectiveness of his clients' businesses by generating more sales and in a more profitable manner. He has guided companies to increase sales from 10-56%. Clients range from small to multinational companies and he has completed projects in Australia, the Middle East, Asia and Europe.*



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