

Start Your Sales Engine in 6 Easy Steps!

1. What product(s)/service(s) do you provide?

_____	_____
_____	_____
_____	_____

2. Who is/are your target market(s)?

_____	_____
_____	_____
_____	_____

3. What types of companies serve this same target market?

_____	_____
_____	_____
_____	_____

4. Which of these industries have the most potential? List them in priority order.
Ask yourself the following questions:

- how many members of my target market do they have contact with
- do they have contact with them *before* they have fulfilled their need for my service/product
- is it appropriate (ethically and legally) for them to recommend my product/service

1. _____
2. _____
3. _____
4. _____
5. _____

5. Are you willing to share a percentage of the sale with them?

If so, how much in % or \$\$? Ask yourself the following questions:

- how much time will it save me if I am receiving leads consistently instead of continuing my current marketing efforts?
- how much is a qualified lead worth to me? how much am I willing to pay for it?
- how much am I paying now for a qualified lead (e.g. ads, networking organizations, direct mail, etc.)?
- how much money can I make if I am selling or billing the hours I have been using for marketing?

6. From the industry you identified as being highest priority in Step 4, identify 10 companies/organizations you would like to approach to solicit a working relationship. Note the company name, contact name, telephone number, address, and email address. Utilize any of these methods to identify them:

- use a search engine to conduct a search for terms relating to your target market (e.g. search at www.google.com for "children")
- use a pay-per-click search engine to search for organizations who are paying for the top positions for the search terms relating to your target market (e.g. search at www.overture.com for "students")
- look in the Yellow Pages for companies that seem to target your target market (e.g. business owners)
- look through advertisements in local papers or trade magazines that your target market reads (e.g. accountants)
- brainstorm with colleagues about other businesses/organizations that also serve your target market

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____