

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

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

PI Level CE Level

PI Level	CE Level