

Developing Leads



DEVELOPING LEADS

A. Sources for Leads

Again, look for your local Business Times. Read through the news to find companies who are expanding or downsizing, contact names, promotions, leases, new business listings, etc.

Next, find out who publishes the local legal register, it lists businesses and homes that have sold, new leases, tax liens, bankruptcies, foreclosures, building permits, etc.

Read the local newspaper, cover-to-cover, it has tidbits of information about new companies, bids, want ads will often mention companies who require travel, new business licenses, and possibly a list of meetings that might be good leads for several members.

Pay attention as you are driving or walking around. Look for businesses that look like they are moving or just moved in or even if they are remodeling.

There has been an amazing number of businesses who are divorcing their franchise. It's similar to starting over again, like a brand new business!

If you can find your county Economic Development group, offer to volunteer for their meetings. It is a wonderful resource of information that will prove very valuable to Elite Leads members.

If you have a special interest group, nonprofit organization or association that you have a fondness for, become as active as your time will permit. Generally, other successful individuals also share your interest and it will become a solid resource for leads.

Listening and reading information and interpreting into leads is an art. You will find that it becomes quite easy once you think of it on a regular basis.

Networking (-in) n.

The developing of contacts or exchanges of information with an information network, as to further a career.

B. Lead Categories

Basically there are four kinds of leads, "Cold" Leads are f.y.i., general information and usually anonymously given.

"Warm" Leads might be that it is known that a company is moving and you can use the referral name. You might even provide a phone number and address.

A "Hot" Lead consists of a exact information, the contact, what the business is, possibly a personal introduction. The contact knows you are going to call.

The fourth type of lead is extremely gracious. The process has been around forever, but brought to an expertise by Neil Kripalani.

When Neil brings in an Elite member to an account he is working with, he arranges for a three-way meeting. He's already established that he has a great service, thus building an exemplary rapport with the client. Think about how the Elite member being brought in will be received. They won't get much closer to a "done deal" than that!" This is called a "Neotopian" Lead!

C. How to Interpret the Leads

Companies expanding, become a good lead for these industry members:

- Office Furniture;
- Office facilitator (they coordinate and plan the physical move and location of desks);
- Telecommunications, both hardware and long distance;
- Printer;
- Mover;
- Sign Makers
- Computer Consultants;
- Ad Agency
- Advertising-Direct Mail
- Equipment Leasing

"Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do."

- Mark Twain

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Copier/Fax Equipment Sales
HR Consultant
Insurance-Business
Interior Designer
Graphic Designer

If a company is downsizing, the leads are good for these industries:

Career Consultant;
Insurance General Manager (to recruit new agents)
Insurance Investment; (for the roll-over on their 401Ks)
Insurance Health; (for Cobras)

"A journey of a thousand miles begins with a single step."

- Chinese Proverb

Business to be sold or divorce franchise, the lead is good for:

Business Broker Printer;
Insurance-Business
Insurance-Investment
Telecommunications-Long Distance
Sign Maker
Attorney

If a business is moving/moved, the lead is good for these industries:

Printer;
Insurance-Business
Insurance-Investment
Telecommunications-Long Distance
Sign Maker

If a home is sold, the lead is good for these industries:

Mover-Residential
Carpet Cleaner
Landscaper
Interior Designer

If you know of someone looking for a job or a new career:

Career Counselor
Insurance General Manger (for recruitment)
Image Consultant