

THE SALES MAGNET

How to Get More Customers Without Cold Calling

KENDRA LEE

KENDRA LEE founded her own sales consultancy company, KLA Group, in 1995. KLA Group specializes in assisting small-to-medium sized enterprises increase their sales revenues. Before founding KLA Group, Ms. Lee sold hardware, software and services for IBM and other Fortune 500 companies where she consistently ranked in the top 1-2% of their worldwide sales forces. She has been a keynote speaker and is the author of *Selling Against the Goal*.

The Web site for this book is at www.TheSalesMagnet.com.

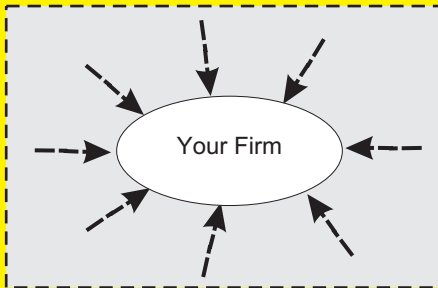
ISBN 978-1-77544-761-0

MAIN IDEA

In today's marketplace, cold calling is dead. It's too much effort for too little return and you risk alienating the very people you want to sell to anyway. Instead of cold calling, try this:

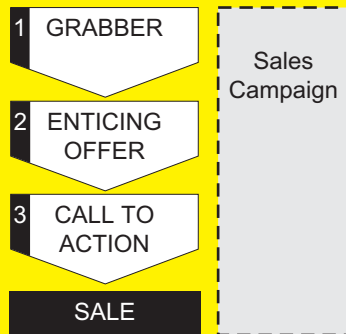
1

Attract the attention of prospects using personal, digital and collaborative attraction strategies:



2

Once you have their attention, then run savvy sales campaigns to convert them into customers:



3

Run multiple campaigns and strategies all the time.



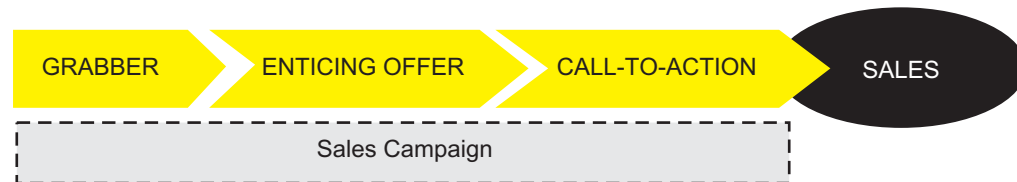
1. Generate an ongoing barrage of prospects with attraction strategies. Pages 2 - 5

There are at least fourteen attraction strategies you can use to generate prospects. These attraction strategies naturally fall into three main groupings:



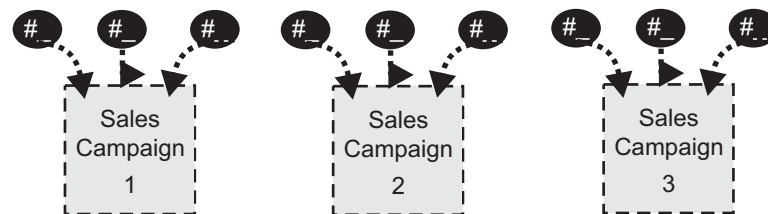
2. Run savvy three-step sales campaigns Pages 6 - 7

Once you attract people to you, you then work to sell to them. Your methodology is to grab their attention by linking into local events, make them an offer they can't refuse and then give them a reason to act immediately. Connect your efforts in systematic campaigns.



3. Pull it all together with multiple attraction strategies and sales campaigns Page 8

In sales, you never rely on one sales campaign or one attraction strategy working forever. To meet your targets, you need to be running multiple attraction strategies and a reasonable number of sales campaigns all the time. Make sure you pull it all together and don't fall into the trap of thinking there's just one way to generate sales. There never is.



Summaries.Com

The Ultimate Business Library



We condense **300+ page** business books into **8-page** summaries.

By reading summaries, you'll get the **key ideas** in **30 mins**, so you can spend more time turning your ideas into **dollars**.

Knowledge is Power — Invest in Your Future

For just **\$2 per week**, you will...

- Learn from the mistakes and success of the smartest people in business;
- Get fresh ideas, strategies & motivation that could be worth millions to you;
- Follow emerging trends, so you can catch the wave before your competitors do;
- Catch up on the classics you always wanted to read.

1,000 Top Business Book Summaries

Our catalog includes summaries on a range of topics for aspiring entrepreneurs, managers, and consultants.

BUSINESS PLANS

MANAGEMENT

PRESENTATIONS

SALES

LEADERSHIP

MOTIVATION

STRATEGY

AND MORE

