

# B2B SALES PROSPECTING METHODS

Discover new B2B  
prospecting methods  
and get more prospects  
to your sales pipeline



# REFERRALS



Ask your clients  
for a **referral**  
after a sell has  
occurred



B2B prospects are  
almost **50% more  
likely to accept**  
your  
communications if  
someone referred  
them to you or  
your company.



# NETWORKING

Networking can **take a lot of your time** because you need to find where your prospects meet and communicate and to show up to the meetings.

**Recommend**  
your products  
when  
networking



# SEMINARS



Find prospects  
by showing the  
**benefits** of  
your products



To **organize a seminar** you need to choose a venue, get some facilitators for help, organize food and logistics.

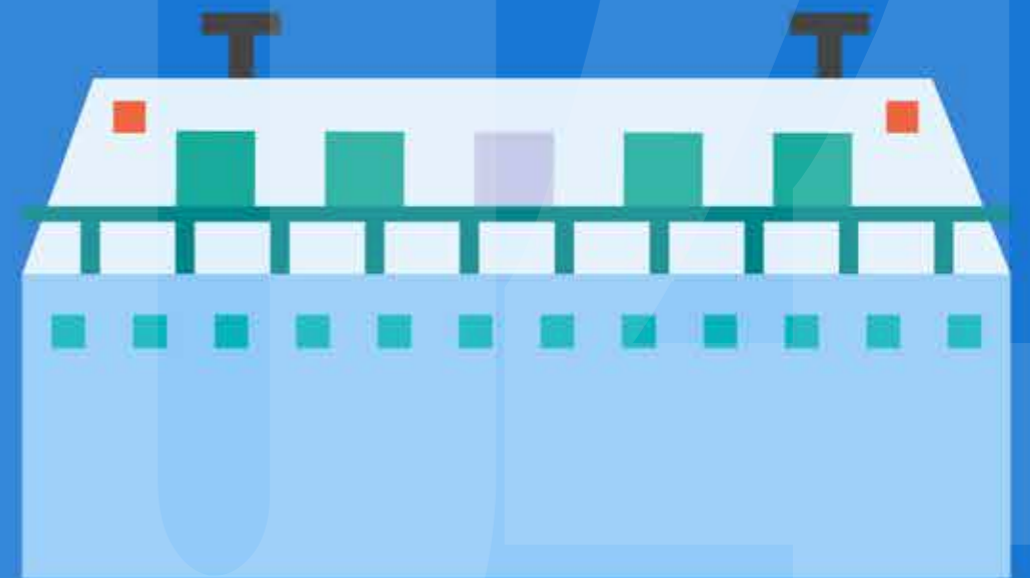
# TRADE SHOWS





Get **contact details** of all people who showed interest to your company and **follow up** after the show.

Meet your **target audience** and present products



# CONTENT



Find more prospects by **creating a blog**



If your content is not **engaging** enough all your efforts will be wasted and you will not get more prospects.



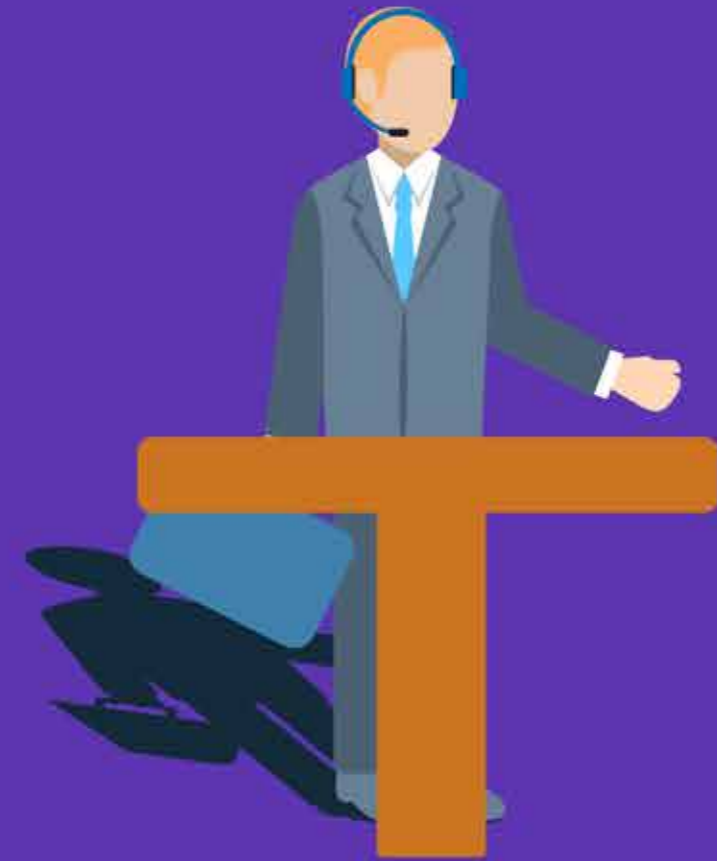
# SOCIAL MEDIA

You should try to answer questions and **help your prospects** to find information they are looking for.

This is the best way to **get closer** to your prospects



# COLD CALLING



Prepare and  
make less calls  
with higher  
**success rate**



You should be  
ready to that  
**only 1-3%**  
of your calls will be  
successful.



# ADVERTISING



The trick is that once you roll up your advertising activities all your **efforts and investments** will stop working

**It is powerful.**  
Use it if you are not budget  
contious



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