

B2B SALES PROSPECTING METHODS

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

In theory marketing team is supposed to bring prospects to sales representatives pipeline. However, this doesn't mean that we should seat and wait for new prospects and do nothing.



ADVERTISING

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



COLD CALLING

Prepare and make less calls with higher success rate



SOCIAL MEDIA

This is the best way to get closer to your prospects



CONTENT

Find more prospects by creating a blog useful for your target market



TRADE SHOWS

Meet your target audience and present products



SEMINARS

Find prospects by showing the benefits of your products



NETWORKING

Recommend your products when networking



REFERRALS

Ask your clients for a referral after a sell has occurred



Actually many prospecting methods should be used by the sales team because this will ensure an uninterrupted experience of your future clients. Here is a list of 8 B2B prospecting methods that every sales rep should use.

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