

Popular Prospecting Sources & Methods

5

EXHIBIT 5.1

Prospecting Methods

Cold Canvassing

- Cold Calling
- Referrals
- Introductions

Networking

- Centers of Influence
- Noncompeting Salespeople
- Electronic Networking

Company Sources

- Company Records
- Advertising Inquiries
- Telephone Inquiries
- Trade Shows
- Seminars

Published Sources

- Directories
- Commercial Lead Lists

Basic purpose of strategic prospecting: To help salespeople determine the best sales opportunities in the most efficient way.

Popular Prospecting

Yijin Wang



Popular Prospecting:

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