

# 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

**K Payea**



## **Popular Prospecting:**

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