

Tip of the Week

July 11, 2005



Generating Sales Leads – The Customer as a Resource

When we're trying to generate great sales leads, we should think of our current customers. We hear everyone say, "Our existing customers are our top priority." Well, we should make our customers our top generators of sales leads, too!

Who is the most knowledgeable about the value of our products or services because they actually use our products and services? Our customers.

Who is the most aware of other organizations that have similar needs as our customers? That's right. Our customers.

Who is the most concerned for our business success? We are, of course, but a close second is our customers, because their lives are easier if we, one of their suppliers, stay in business.

So when we sell and deliver products or services, we should be sure to do the following two things.

1. **Ask for testimonials.** (This is an easy win, and if you're already doing it, good job, you deserve a raise.) You will be amazed how many people will say, "Of course I'll provide a testimonial."
2. **Ask for referrals.** "Who do you know who might benefit from the work we do?" If you're in sales, ask right when the customer buys from you. If you're leading a field job, ask right before you leave the jobsite at the conclusion of testing. If you're a Project Manager, ask right after they receive the final report. These three points in time are really great times to ask because they often are the high points of the relationship. If we did our jobs well, these are the times that our customers are feeling confident, smart, happy, and excited about their buying decision and their investment and trust in us.