



The Sales Magnet: How to Get More Customers Without Cold Calling

Kendra Lee

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Many of you may be entrepreneurs who started your own businesses and were forced into sales to be successful. Or you were dragged into selling reluctantly because your job role changed. Some of you, like me, actually chose to make the move because sales sounded more exciting and lucrative.

Regardless of how we all got here, we're in sales with personal goals that require us to find prospects to achieve them. But where do we find those people? Most sales training programs begin with, when you have a lead or as you begin your sales process. Short of telling you to make cold calls, they don't provide any advice on how to go about getting the leads you need.

I wrote this book as a resource for you in attracting prospects from your list of small and midsize companies. I've included loads of tips, techniques, and examples you can use to successfully draw prospects to you. As you read, pick out those strategies that feel most comfortable to you and try them. You'll know right away what works for you and what doesn't.

I guarantee you that these strategies work. All you have to do is test them with your prospects and you'll see.

When I first began using attraction strategies in place of cold calling, the Web didn't exist. My options were limited to letters, faxes, events, networking, and referrals. Since that time the Internet has exploded and made it easier for sellers to reach their prospects. You just need to know how, and this book will tell you exactly what to do.

Your Sales Magnet

Because it's always easier to start from something, I've put together a wealth of electronic resources and tools that you can use in creating your attraction strategies. They're neatly assembled just for you in the Sales Magnet Tool Kit.

In the Tool Kit you'll find fresh new tools and resources that I'm continually updating for you to use. I want to see you be as successful at attracting prospects as I have!

I struggled for two years figuring out how to attract new, qualified contacts without the laborious effort of cold calling. After all this time, I've never gone back to phone prospecting and you don't have to, either.

Use my ideas. Adapt them to the companies in your target segment. Learn from my mistakes and successes.

I know you'll find as much good fortune as I did. Soon you'll have the problem of too many leads coming your way. And that's a problem we're all happy to have!

Share Your Successes

I'm very interested to hear about your successes as you try ideas from this book. I look forward to hearing how you adapted them for your own markets and the results you achieved!

Share them with me and I'll feature YOUR story on our website.

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