

Business Building Webinar

Top 10 Sales Secrets #4: Got Leads?



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Agenda for Today

- Housekeeping
- Quick intro
- Agenda
- Presentation
- Q&A



Leave with at least one idea for yourself that you will use – *today*

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Questions

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Business Building Webinar

Top 10 Sales Secrets #3: Know Yo



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Quick Intro



Steve Porcaro

Founder
SalesPlus MVP Coaching & Training

Executive Coach & Consultant

- Business, Leadership & Team Coaching
- Training Workshops
- LinkedIn Medical Device Sales Groups

Industry experience

- Distributor
- Sales Consultant
- Orthopedics – trauma, sports, recon, etc.
- Field Trainer

U.S. Navy - Hospital Corpsman

- Surgical technologist
- First assistant
- Central supply



Webinar Series Objectives

Develop
positive
traits

Sell with
authority

Cultivate
and close
the deal



Got Leads?

The definition of a lead has changed drastically as technology has changed. Some define lead as a click on a website, others think it's visitors to a vendor booth.

▶ “Begin by always expecting good things to happen.”

▶ **Tom Hopkins**



Sift Leads

Time

Cost

Interest



Time vs. Cost of Pursuing Leads

Cost



Benefits



Prioritize



Let Go of Leads Going Nowhere

Prioritize



Let Go



Positive leads



Focus on Positive Leads



Interest



Authorization



Ability



Case Study

Andrew has a list of one hundred names of perspective clients.

Prioritize your list.

Let go of the leads that are going nowhere.

Focus on the positive leads.



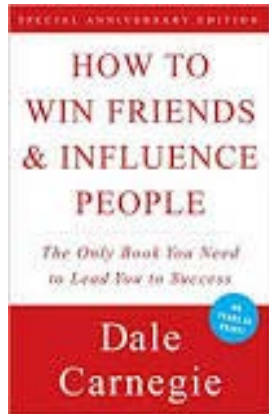
Summary

- What is a lead today?
- Sift leads
- Time vs. Cost of Pursuing Leads
- Let go of leads going nowhere
- Focus on Positive Leads
- Start at the beginning.....



“Prospecting – find the person with the problem.”
– Ben Friedman

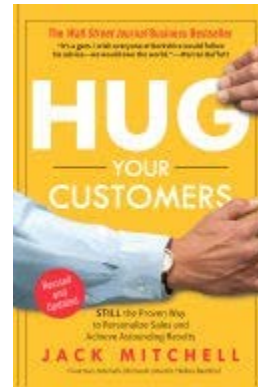
Read these...game changers



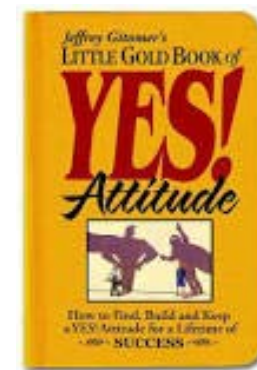
How to win
Friends and
Influence
People
by Dale
Carnegie



Good to
Great
by Jim
Collins



Hug Your
Customers
by Jack
Mitchell



Little Gold
Book of
YES!
Attitude
by Jeffrey
Gitomer

Let's Connect!



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Wrap up

got questions?

