

IMC – CONFAB 2002

Why Cold Calling Doesn't Work *Build Your Business Through Referrals*

October 27, 2002

Joanne S. Black

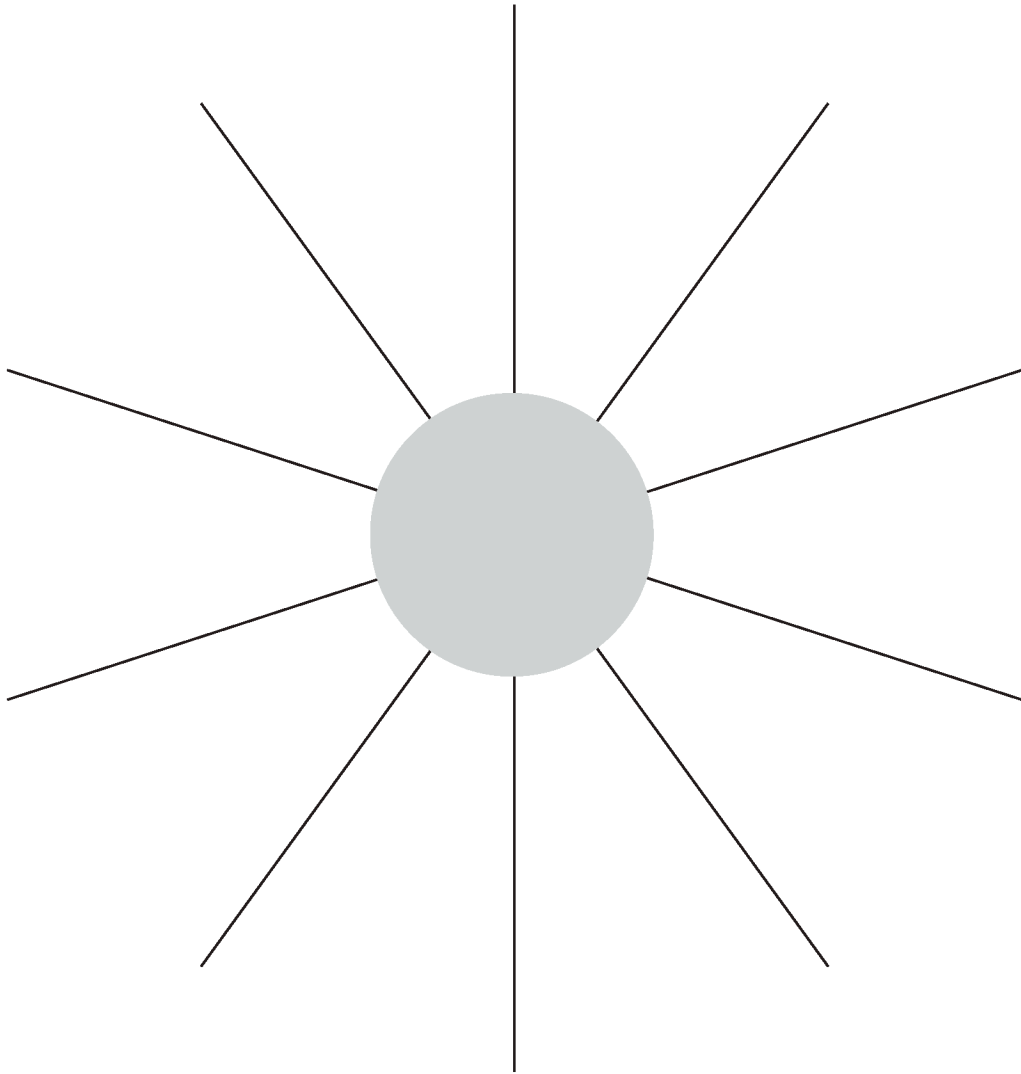
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BUSINESS DEVELOPMENT STRATEGY

<i>Strategy</i>	<i>Activity</i>	<i>Current Percent</i>	<i>Future Percent</i>
Proactive	<ul style="list-style-type: none"> ▪ Targeted Referrals 		
Active	<ul style="list-style-type: none"> ▪ Mailings ▪ Public Relations ▪ Internet Approaches <ul style="list-style-type: none"> – Website – Listings – Groups ▪ Responding to Inquiries ▪ Referral Follow-up ▪ Advertising 		
Personal	<ul style="list-style-type: none"> ▪ Speaking Engagements ▪ Professional & Community Groups ▪ Conferences ▪ Networking Groups 		
Other	<ul style="list-style-type: none"> ▪ _____ ▪ _____ ▪ _____ ▪ _____ 		
		= 100%	= 100%

REFERRAL WHEEL



CONTACT PLAN

NAME: _____

Contact	Goal	By When
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		
16.		
17.		
18.		
19.		
20.		

ACTION PLANNING

As a result of the program today, I will:

1.

2.

3.

Joanne, I am interested in learning more about:

- No More Cold Calling™ Workshop—November 5, 2002, San Francisco
- No More Cold Calling™ Red Carpet Workshop—December 12, 2002, San Francisco
- Audiotape—"Why Cold Calling Doesn't Work—Build Your Business Through Referrals"
- Audiotape—"Growing When It's Slowing"
- Audiotape—"Weaving Your Own Network"
- Professional presentation to your company, professional association, or sales meeting on these topics:
 - No More Cold Calling™
 - Growing While It's Still Slowing
 - Weaving Your Own Network

Name

Work Phone

Email

Comments
