

## ONE proactive sales activity a day

### **Inspiration for existing Accounts:**

- How can I add more value to an existing account?
- Make a new contact in an existing account (new stakeholder)
- Who has a renewal due?
- Get an introduction into a new department / location in an existing account which you have not met
- Who am I overdue a catch up with?
- Who can I ask for a referral?
- Who can I share one of our social media pieces with?

**Opportunities don't happen. You create them. (Chris Grosser)**

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### **Inspiration for new accounts:**

- Follow up on a lead/prospect/enquiry/proposal
- Contact and reactivate a former client or dormant account who hasn't bought in 12mths +
- Identify new contacts with a target account (add them on LinkedIn and send a personalised message)
- Set up an introductory meeting with a prospect
- Offer a demo/trial/sample/free consult with a prospect
- Share a case study with a prospect
- See if your prospects have been in the news, can you leverage this?
- Share upcoming trends and insights with a prospect

**Growth & comfort do not co-exist. (Ginni Romety)**