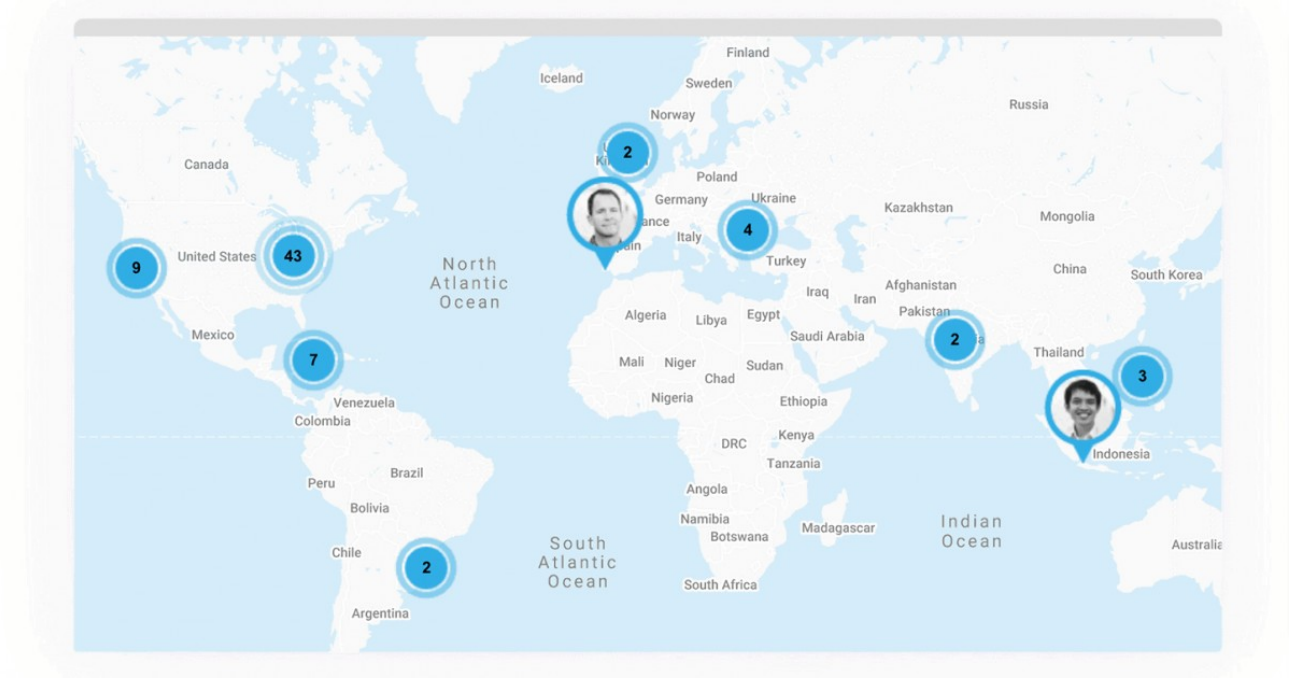
10 Ways Sales Reps Can Land New Customers

A career as a sales rep has its fair share challenges, from closing deals to navigating cold sales to getting high-quality referrals. And thanks to the internet, buyers are more informed than ever before, so staying ahead of the curve when it comes to your product and sales skills is a must. To up your game, utilize this checklist or distribute to your network of sales reps for ideas.



- [ ] Make sure your company is using a sales rep locator so potential new buyers can easily find and contact you online. (Free at Storemapper.com)
- [ ] Create a killer LinkedIn bio. (If you reach out to prospects via InMail, they'll definitely take a look at your profile.)
- [ ] Use video calls vs. phone calls whenever possible, especially at the beginning of the sales cycle.
- [ ] Don't forget about existing customers. New sales can just as easily come from reaching out to someone you've done business with before.
- [ ] Reach out to customers you've built the best relationships with to get referrals.
- [ ] If you're doing cold email outreach, send potential customers online reviews of your products.
- [ ] When you are first talking to prospects during the "education phase" of the sales cycle, don't be salesly — just be helpful.
- [ ] Invest in continued education each week through books, podcasts, YouTube videos, conversations with other sales rep in your industry, etc.
- [ ] Believe in the product. Whether it's the company's mission or the product's purpose, make sure to find something that makes you passionate about what you're selling.
- [ ] Set up a regular webinar for potential buyers to get to know your product or service.

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