## **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.

	Iceland	Finland Sweden		Russia	
Canada	2	Norway		5.1	
	0	Poland Germany Ukraine ance	Kazakhstan	Mongolia	
9 United States 43 North Atlantic		Turkey Iraq Iran	Afghanistan	China	South Korea
O c e a n Mexico		Ilgeria Libya Egypt Saudi Arabia	Pakistan 2 a	Thailand	
Venezuela Colombia	M	ali Niger Sudan Chad Nigeria Ethiopia	V	0	3
Brazil		DRC Kenya Tanzania		Indo	nesia
Peru Bolivia		Angola Namibia Botswana Madagascar	Indian		
Chile	South Atlantic Ocean	South Africa	Ocean	1	Australia
Argentina					
Make sure your company is using a sales rep lo at Storemapper.com)	ocator so pot	tential new buyers can ea	isily find and	contact you	online. (Free
Create a killer LinkedIn bio. (If you reach out to	prospects vi	ia InMail, they'll definitely	take a look a	at your profil	e.)
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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