



Prospecting for New Sales

Processes, tactics, and tools for finding pipeline opportunities

Webinar

July 22, 2020

11:00am-12:00pm

www.nwirc.org/events



Manufacturers in northwest Pennsylvania have invested hard-earned dollars and an immense amount of time producing world-class products and components, however, gaining new markets and finding new leads to sell to is a constant struggle. Between bringing in work during COVID-19, and beyond, to using reshoring efforts to your advantage, there are numerous ways to benefit from well-executed sales prospecting. Participants will walk through the prospecting process, from how to find potential leads to what software tools one can use. Spending just 30 minutes each workday can add significant sales to a pipeline each year.



Presenters:

Ron Mattocks and Josh Sherretts, Co-Owners
Bull Moose Marketing