



For Immediate Release

Double Your Income In A Recession: Sales Expert Offers Top 10 Ways to Attract New Clients

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Sales professionals and rainmakers have added pressures these days as a result of the lagging economy and unsettling financial crisis. America's leading authority on referral selling and founder of No More Cold Calling is Joanne Black.

www.nomorecoldcalling.com

She says, "The best way to attract new business, regardless of the economy, is to focus on referral marketing. Referrals attract more business without increasing costs. By leveraging business referrals, sales professionals and business owners can turn prospects into clients more than 50 percent of the time, even during a down economy."

Black offers 10 ways to quickly increase sales at virtually no cost:

1. Reinvent yourself. Determine how you can create a leap in demand for your products and services. Build new alliances and consider alternate distribution channels. Don't go solo. Listen to advisors and get input and creative ideas from others, especially those with differing points of view.
2. Approach Your Business as an Innovator. You'll never have all the facts. Be fearless and make tough sales choices. Create new uses for your products. Develop a new business model if necessary,
3. Dazzle Your Current Customers. Your current customers need care and feeding. Don't ignore them at the expense of new business. *They* are your best source for new business and to get more referrals.
<http://www.nomorecoldcalling.com/newsletter0607.html>
4. Prioritize Wisely. The most important activity for anyone in sales is to do what's "closest to cash" the first thing every day. It may be following up with a prospect, writing a proposal, or closing a deal.
5. Become an Expert. Companies hire experts because they can't afford to make mistakes. Position your company as a credible expert with a specific product or market niche. This leads to more business referrals.
6. Stay Connected. Networking leads to sales referrals. Attend a minimum of one event a week. You never know who you will meet and what you will learn. *Never* let your network go down. Networking is an essential referral marketing activity.
<http://www.nomorecoldcalling.com/newsletter1208.html>



7. Call people. Talk to people and find out how you can help them build their referral network. Ask engaging questions about their business and how the fiscal crisis is impacting them. Don't e-mail; pick up the phone and have a robust business conversation.
8. Increase Value. Avoid cutting your prices with the myth that prospects can't afford you. Instead, consider how to "get in and get started." Break your sales proposal into smaller chunks, get results, and create traction. Or, give more value. When you offer high-value products and services, you will get more referrals and more sales, even in a recession.
9. Commit to Building Your Referral-Selling Business. Referrals are meaningful, especially in a slow economy. Tell your clients just how much you appreciate their business. Inform them that you'd like to help people just like them.
10. Offer a Holiday Gift. Call your clients. Offer to do a conference call, webinar, or meet in person. No strings attached.

About No More Cold Calling

Joanne Black is the author of *No More Cold Calling™: The Breakthrough System That Will Leave Your Competition in the Dust*. Her 30-year career includes owning two companies and holding sales and sales management positions with two major consulting and training firms. During the 12 years, Black has built her business solely on referrals and has trained companies in her proven Referral-Selling System. Visit <http://www.nomorecoldcalling.com>