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You Ask, The Sales Expert Answers

Q: [Is there a better way of pitching to a company about a service rather than cold calling or roaming the streets?](#)

--*Ankeet Bhagat*

A: Using the telephone to call into a company and knocking on doors to introduce yourself are just two ways to generate leads. And because they involve a high cost asset, like a sales person's time and attention, you want to use these only when you are sure that the chance of moving the prospect to the next level is better than 50%.

One of the standard methods available today is to provide some type of information product... [See the full answer](#)

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Q: [What is the best form of advertisement?](#)

--*Daniel Lechuga*

A: By advertisement, I'm assuming that you are speaking of how to get your message out to the masses. Your marketing is going to depend on your audience, your message and the product that you are marketing.

There are some products that market well over the Web, and then there other products that work better with methods that are more traditional... What you really want to know is the form of advertisement that works well for your target audience and for the product you are selling... [See the full answer](#)

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Q: [I have put in hours of cold calling to potential customers, but I have still not signed my first contract. What is the best approach so I could seal a contract?](#)

--*TAMMY ARNOLD*

A: Your sales process can be divided into various stages and your challenge can be in any one of those stages. Lead generation can be considered the pre-sales stage and your cold calling activity is just one tactic in your overall lead generation strategy. If you are cold calling, executing email campaigns, and using direct mail, you are likely performing these activities with people who have not had any prior contact with you... [See the full answer](#)

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[Handling the 'I'm Not Interested' Objection](#)

Sales expert Andrea Sittig-Rolf outlines a great way to quickly get past the "I'm not interested" objection.

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