

## Hi-Tech Sales Tips October 2005

<p>PPS Performance Minute<sup>SM</sup> <a href="http://www.globalpps.com">www.globalpps.com</a> <a href="mailto:sales@globalpps.com">sales@globalpps.com</a> 866-895-0596</p>	 <p>The logo for Prometheus Performance Systems features a stylized globe with red and blue curved lines representing motion or data. To the right of the globe, the word "Prometheus" is written in a large, blue, sans-serif font, with "Performance Systems" in a smaller, black, sans-serif font below it. The letters "PPS" are also visible on the globe.</p>
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### Dump the Rolodex and go Digital

To most effectively expand your sales portfolio you must embrace digital technology. The rolodex has been replaced contact management software and the PDA. Programs such as ACT, Goldmine, or even Outlook are essential for keeping track of your clients, associates, and business contacts. Through them you can manage hundreds or even thousands of contacts. Synchronize that software with a smart phone such as the Treo 650 and you have a virtual mobile office with all your key information at your finger tips. You can even configure the software to track your progress through the sales funnel or give you reminders of key dates such as birthdays, anniversaries, or just client commitments.

### A Scanner in your Toolbox

Business card scanners have come of age. They are a great tool for quickly entering new contacts in to your database (your "digital rolodex"). They are easy to set up and use with via USB plug-n-play functionality. This ease of use will make sure you really capture new contacts and do something rather than just stick a business card in a drawer. If your activities take you to trade shows or networking events then nothing is better to work with the hundreds of contacts you may make over a two or three day period. Best practice is to scan in your cards each night and send a quick e-mail saying "nice to meet you." This helps cement the relationship and usually impresses the contact with how pro-active you are.

### Old Fashioned Networking Still Rules in Expanding your Portfolio

Buyers buy from agents and ISOs they know and trust. Its important to establish relationships with potential buyers and build trust as a foundation for a future sale. Networking is an essential skill for making those connections and the digital tools above will help you be more effective with that skill. There are many opportunities to network. Tap in to your alumni groups, community organizations, charities and social clubs to find contacts in your target industries or segments. Use online networking resources such as LinkedIn to further your reach. These allow you to make contacts through mutual associates so you already have some connection. Always, always, follow-up and keep your commitments. Digital tools can help you do jus that

This PPS Performance Minute<sup>SM</sup> is brought to you by Prometheus Performance Systems:

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