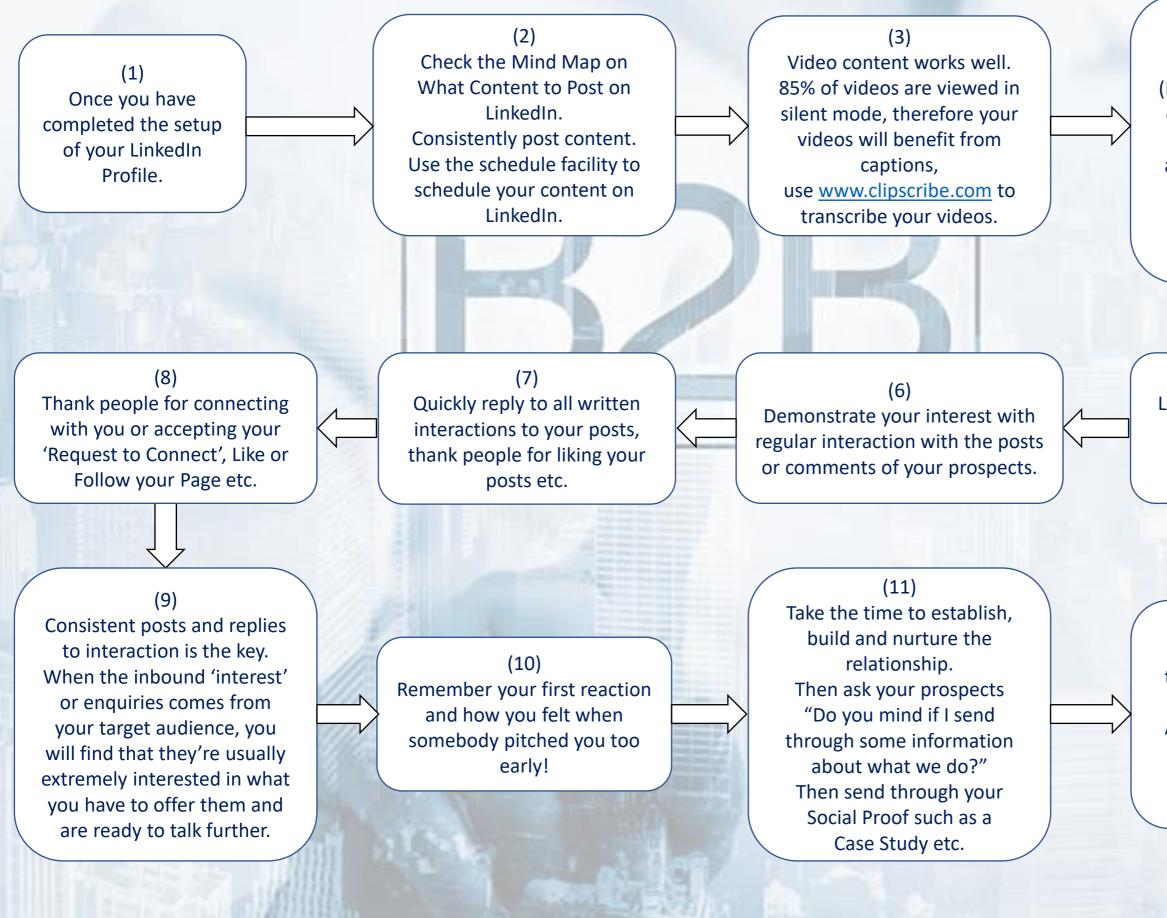
Mind Map 5 – Generating Enquiries & Leads.



(4)

Prepare your Social Proof. Case Studies, comprising of (Identification of a common problem experienced by your target market, the solution you provided, results achieved by your client, testimonial from your client).

> & or Recommendations, Guarantees etc.

> > (5)

LinkedIn Sales Navigator helps you to search for, identify, shortlist, keep notes on and communicate with potential leads within your niche.

(12)

Ultimately, your objective is to take the conversation to the next level, being either A 1 on 1 phone, Skype or Zoom call, A face to face meeting, An invitation to attend your event, Direct email.

