

7 ways to get new customers

For high tech equipment and services

Get an Ally

- Accountants
- Conference Managers
- Schools
- Politicians

Get a Peer

- A former client's employee
- Industry's association leaders

Leverage competition

- Become a remora
- Steal their salesforce
- Buy your competitors

Get a referral

- Direct referral
- Undirect referral

Get a directory

- Warm calling
- Social networks
- Cold calling

Get a distributor

- Agents
- Resellers
- System integrators

Do some marketing

- Paid media
- Earned media
- Owned media

What Next?

- **Find more ideas** and templates in [our booklets](#)
- **Sharpen** your Sales Team with [ad hoc training](#)
- **Align** your Sales Funnel with the help of [our workshops](#)
- Or... simply [give us a thumb up](#) , if you wish.

Thank You!

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