SHIFT Book Club Session 6

TACTIC #4: Find the Motivated — Lead Generation (p. 49-81)



Questions to Ask:

I. What activities am I doing or spending money on that are no longer effective? What activities do I need to start paying extra attention to?
2. What are my four most productive lead generation activities? How do I know that these are the most productive activities?
3. How do I plan to adjust my follow-up strategy to identify my greatest opportunities?
4. What lead generation opportunities is the market offering me that I can take advantage of?