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Cold Calling Doesn't Work: The Right Way To Generate Financial Sales Leads

Have you ever been sitting down having a conversation or dinner with your family when the telephone starts to ring? You answer the phone just to hear a salesman on the other end trying to convince you to change your long distance provider or to buy a funeral plot. With anger you tell the salesman to remove your name from whatever list he is using. While slamming the phone down you are praying he got the message and won't call again. That salesman is cold calling. He somehow got your name and phone number, usually having purchased it from a company that had it because you signed up for something. The salesman is calling your number with hopes of selling you whatever he's offering. This exact scenario happens frequently when salespeople resort to cold calling. They get used to being called nasty names, cussed at, and being hung up on. Even with all the abuse a salesman takes, he keeps plugging away, calling total strangers with the hope that at least one of them will say yes.

This is by no means the best way to gather financial sales leads. Instead, you should be using Internet marketing. With Internet marketing, customers find you instead of you finding them. A customer is more likely to buy what your site is selling if they are interested in what you are offering. The chances of selling your product or service will increase exponentially when customers are already interested in buying it. If you want to learn how you can bring interested buyers to your website so you can gather those much needed financial sales leads, you'll be please to hear that it's not difficult at all. It does however require real dedication and some time.

SEO

SEO stands for Search Engine Optimization. This is where you use certain techniques to bring your website to the front page, or possibly even the top, of the most popular search engines. You do this by choosing certain keywords and then posting those keywords throughout your site; usually through articles or blog entries. For instance, if you have a site selling financial planning e-books, you'll want to choose keywords like money, make more money, how to make money on the internet, etc. When someone types these words into their favorite search engine, your site pops up. They click on it, find your product interesting and they buy. The person is actually looking for what you're selling. Isn't that much better than calling someone out of the blue who may not need or want your product or service? Of course it is. And that's why many top salespeople are utilizing these techniques to generate more financial sales leads than ever before.

SEO is always evolving. There's article marketing, keyword density, pay-per-click, back links, and more. Study up on SEO, and you'll see your business really take off. Stop using the cold calling techniques of the past. Start bringing your customers to you and finally get those financial sales leads you've been looking for.

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