



From: Sales Training Community [susan@salestrainingindustry.com]
Sent: Thursday, 22 January 2009 6:50 a.m.
To: Richard@richardgeewiz.com
Subject: Article: Do Your Sales Professionals Ignore Leads?

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Leads-What Do You Do With Them?

I have been involved in sales and marketing for over 15 years now and one thing that always frustrated me was when my sales manager would say to me "There is no reason to follow up with that lead, that person isn't a decision maker. Don't waste your time with non decision-makers." Well I don't agree with that philosophy. A lead is a lead until it is no longer a lead. Follow up, start a conversation, send an email, what have you got to lose? Linda Richardson of Richardson seems to agree with me.

[Click here](#) to read this week's featured article by Linda Richardson, "**Leads, Leads, Leads**".

[Click here](#) to download the new Richardson article "**Lights, Camera Learn**" which describes how video-on-demand training is changing the landscape of learning and development.

Enjoy, and as always, your comments are encouraged.

Kind Regards,

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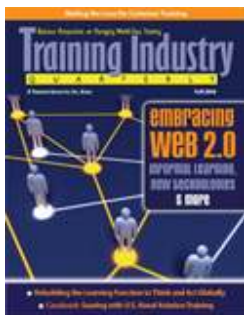
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