

## Bird Dogs

For constant flow of new prospects use Bird Dogs.

What are Bird Dogs?

The idea comes from hunting actually.

When the hunter goes in the forest, shoots the bird and the dog brings the bird back to the hunter.

Or the dog runs into the bushes and startles the birds so they fly up and the hunter can shoot the birds.

In sales, a bird dog is a referral.

A person that will bring you prospects so you can shoot them (sell to them).

For continuous flow of new prospects activate people. Past buyers, new buyers, friends and family and colleagues.

Ask them for prospects for you. Give them a piece of commission if you have to, but get referrals!

People who heard of you from a friend of theirs are about 80% more likely to buy from you once you have the sales meeting.