

call potential buyers.

- Give your name: “This is Lynn Doe from Anytown.” Ask: “Could I please speak to your buyer?”
- Let them know you are calling with the intent to provide a great product.
- Ask when might be a good time for you to come and talk about your product. (Some buyers may ask you to send written material to review before setting up an appointment.)
- Ask if you can send information ahead of time. Or, in case of a negative response regarding a meeting, ask: “Can I send product brochures and some information about our quality?”
- Ask if the buyer wants you to bring samples.
- Find out if there are new products you can show them.
- Whatever the outcome, say, “Thank you!”. Thank them if they say, “Yes.” Thank them if they say, “No.”

Once you have your foot in the door, keep it open for the next time.

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... and justice for all
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