



RepMove

10 UNIQUE TIPS

to Grow Your Book of
Business for Outside Sales



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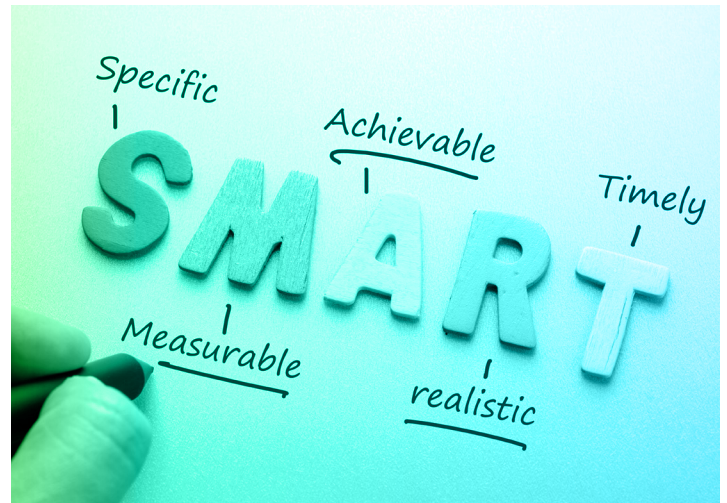
10 Unique Ways to Grow Your Book of Business

If you're like most outside salespeople, you're always looking for ways to increase your productivity and grow your book of business. Today's challenges are different as technology and social media are ever-evolving. You can safeguard your income from current and future market uncertainty by taking a unique approach to creating or revitalizing your book of business.

Here are ten unique ways that can help you grow your book of business:

#1 | Goal Setting

Though it may appear straightforward, many salespeople become bogged down by their day-to-day responsibilities and lose focus of the goals they set for themselves, both professionally and personally. Setting big goals can be exciting, but daunting at the same time. Try starting by breaking down your big goals into smaller daily, weekly, and monthly goals. This will help give you a clear plan of what you want to achieve—you can stay on track despite any obstacles that come your way.



#2 | Expand Your Network

A strong network not only aids in the enlargement of your clientele, but it also does so in a few different ways. For example, your network will help to bring you new clients, through referrals and introductions from others. Also, having strong relationships with partners can free up some of your time to focus on developing new growth techniques or managing current accounts/customers.

Before you entrust your accounts to a partner, make sure they will maintain frequent contact with your clients. Client retention is higher when someone is attentive, which helps to preserve your book of business. The greatest approach to expanding your network is through a multi-channel strategy.

In the sections that follow, we'll go over:

- Creating an effective daily plan and tools to help you
- Using FOMO to your advantage
- How to dominate social media
- Three ways to create a successful referral program
- Prospect like a pro
- The Virtual Cold Call
- Embracing New Technologies
- Getting Involved



#3 | Create A Daily Plan

Creating a daily plan is the most effective way to get the most out of your daily time. An effective sales enablement tool makes route optimization easy to implement and provides measurable metrics for success. When reps meet their clients, they want to impress them by appearing confident, collected, and in control. They should never be rushed or frazzled by unreliable directions. Only a prepared sales rep inspires confidence. Utilizing route mapping tools like [RepMove](#), helps you own your day with powerful sales tools, all at your fingertips. Easily create your route and make the most of every stop. By entering your daily plan into the RepMove platform, you will become more effective with your time by helping plan out and organize daily activities.

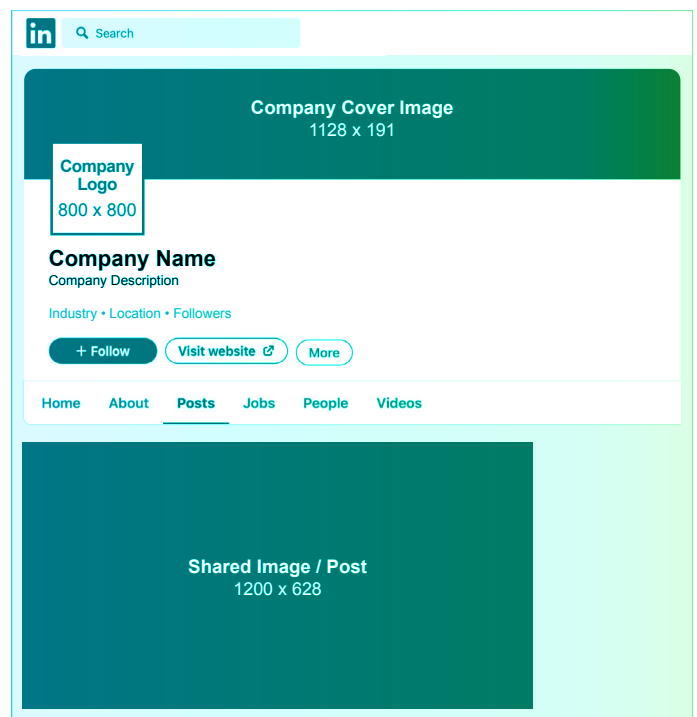
#4 | Use FOMO to Your Advantage

What problem are you trying to solve for your potential client? How will utilizing your service or product make their life easier? What will they miss out on if they don't ACT NOW? Every potential or undecided buyer is always taken back by the fear of missing out (FOMO). Salespersons who know how to use FOMO to their advantage end up winning over a lot of prospects. The moment prospects are informed about what they could end up missing out on once they let go of a deal, there is a chance they may never let it go. It is hard for a prospect to turn back on a deal that promises flexible payment terms, or special offers available on a limited period. Furthermore, it is difficult for sales representatives to convince clients to reject a competitor's offer that the client may fear missing out on. However, it is important that offers are not exaggerated with false information; rather, they should be presented with honesty and integrity.

#5 | Dominate Social Media

Creating influence in your social circles will help set you apart from competitors. Having a successful online presence and a professional appearance on your social media sites (Facebook, Twitter, TikTok, etc.) is nearly the same as attending networking events twenty years ago. Here are some short suggestions for auditing your LinkedIn profile to help you start dominating your sphere of influence:

1. Keep your cover photo and profile pic up-to-date.
2. Add a biography and check your work history. Is it accurate and up to date?
3. Join industry-specific groups and follow relevant topics to help with sharable content.
4. Post 3-5 times weekly and interact with your connections.
5. Subscribe to sales navigator to keep your funnel fresh.



#6 | Create A Strong Referral Program

Even if your clients genuinely appreciate your services, they're more likely to recommend you if there's a reward. It doesn't have to be extravagant. Something as simple as an Amazon gift card may be enough to entice clients to contact their network and think of you. Make referrals a part of your corporate culture and keep on top of them with frequent communications. When you meet goals, praise one another.

#7 | Prospect Like A Pro!

Sales prospecting tools can help you work smarter, not harder. With so many options for sales prospecting tools, it's hard to know which ones are right for you. The following are important factors to consider when researching a sales prospecting tool:

- How well does it build your prospect list?
- Can it find contact details?
- Is it good at qualifying prospects?
- Can it schedule meetings?
- Will it engage your leads effectively?

Contact RepMove and we'll be happy to share some of our favorites.



#8 | The Virtual Cold Call

As customers' purchasing habits change, so does how we cold call. You may now have to make a digital stop on your daily sales route. Virtual selling doesn't have to be the automation of your sales process but another way to sell. Today, many individuals prefer to interact with each other via video since the pandemic has sped up the digital transition. You may utilize the time you save not traveling from office to office for prospecting, networking, and onboarding clients. Clients that are more tech-savvy might benefit from a digital meeting, therefore keep an open mind and meet them where they are.

#9 | Embrace Technology

As mentioned in the previous sections, embracing new technology and social media platforms will become a big part of your long-term success. Below are some of the best places to prospect for new clients:

- Job Boards such as [Indeed](#)
- Social media platforms like [Twitter](#) and [LinkedIn](#)
- [Business Journals](#)
- Industry Blogs and Forums
- [CrunchBase](#)
- Local [Chamber of Commerce](#) Website
- [Apollo.io](#)
- [Quora](#)

#10 | Get Involved

If you want to get more involved with your community and meet other business leaders, consider joining a nonprofit board. Make new connections while also making a difference. Getting involved in your local community can even help cultivate relationships outside of your area! When you create new connections, you never know what doors could open for you—like new referrals. Plus, by volunteering, you get to do good, network, and help your community simultaneously!



Are you ready to make an immediate impact on your sales productivity—freeing up time to work on expanding and adding new selling avenues in your book of business?

The RepMove platform helps sales reps easily plan, route, and execute their day. Seamlessly integrate RepMove with your CRM and other workflow tools to keep data in sync. Having all accounts and prospects visible will ensure that every customer gets the attention they need.

We are passionate about face-to-face sales and will continue to work directly with our users to create tools to assist with the daily grind!

Book a no-strings-attached call with us to chat about your sales process. Regardless of whether you're a single user looking for a solution for yourself, or a group leader seeking for a tool to help your sales develop, we're excited at the prospect of assisting you.

**Get in touch today to set up your
FREE 14 Day Trial of RepMove.**

**Ready to
Learn More?**

RepMove
Sales Enablement Team
team@repmove.app
720-588-3386

