

## Lead Generation

Today is going to be a great day!

Lead Generation is a learned skill

All sales skills can be learned

Best practices

House list

Put your leads in a database

Social media – Everyone you want to prospect is online

Referrals

Warm market

Cell phone contacts

Paid ads

Cold calls

Bonus Video – POI - <https://youtu.be/nXJG52OPsyI>