



# **BEST TIPS FOR FINDING NEW BUSINESS**

By Bill Ringle



## 1) Kendra Lee:

### Focus on Lead Generation

“When you’re doing lead generation, you can start to identify who are those people who need you right now, and you’re going to move those people into your sales process and start working with them.”



Kendra Lee

Author of *Selling Against the Goal*

[www.klagroup.com/](http://www.klagroup.com/)

## 2) Joe Calloway:

### Your WOM Matters

“It’s not what you say about yourself that matters one way or another, it’s what other people are saying about you, it’s what your customers are saying.”



Joe Calloway

Author of *Magnetic: The Art of Attracting Business*

[www.joecalloway.com/](http://www.joecalloway.com/)

[www.myquestforthebest.com](http://www.myquestforthebest.com)





**Libby Gill**

Author of *You Unstuck*  
[www.libbygill.com/](http://www.libbygill.com/)

### **3) Libby Gill:**

#### **Pick up the Phone**

“You better pick up the phone and start calling people and prospecting and figuring out how to get the greatest value to your clients or your business will soon be gone.”

### **4) Andrea Waltz and**

#### **Richard Fenton: Go for No**

“The problem is that people have a fear of hearing the word ‘No.’ They have a fear of failing, looking like a failure, a fear of rejection.”



**Andrea Waltz and  
Richard Fenton**

Author of *Go for No*  
[www.goforno.com](http://www.goforno.com)



[www.myquestforthebest.com](http://www.myquestforthebest.com)



Melinda Blau

Author of *Consequential Strangers:  
Turning Everyday Encounters Into  
Life-Changing Moments*  
[www.consequentialstrangers.com/](http://www.consequentialstrangers.com/)

## 5) Melinda Blau: Put Relationships First

"You really do have to make personal connections, and it's time consuming, but it's very rewarding. You get feedback you wouldn't ordinarily get, and you get loyalty that you wouldn't ordinarily get."



[www.myquestforthebest.com](http://www.myquestforthebest.com)



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# ABOUT BILL RINGLE

Bill Ringle is a well-known figure in the United States as a business development strategist, serial entrepreneur, author, speaker, and CEO coach. He works with executives and entrepreneurs in order to boost business growth through programs that enable leaders to successfully overcome the 5 Big Challenges to Growth – The Pipeline Challenge, The Delegation Challenge, The Cashflow Challenge, The Differentiation Challenge, and The Self-Care Challenge.

A variety of leading corporations – such as Pitney Bowes, General Electric, MetLife, and DuPont – rely on Bill Ringle's advice to their management on building better systems, improve collaboration, develop communications, and improve high performance in terms of measurable business outcomes. A highlight of the work of Bill Ringle is developing renewed strength in the regional entrepreneur community of Philadelphia, focused on high-tech, professional service, financial services, life sciences and medical IT industries.

Bill Ringle is a published author and often a television and radio commentator on technology business trends. He has written more than 430 articles for websites, corporate newsletters, newspapers, and magazines. Bill's business engagements have spanned North America, Japan, Europe, and Australia.