

How to Generate Sales Leads

If you're responsible for sales and marketing, no one has to tell you times are tough. Normal lead-generating techniques aren't producing the way they used to. Sales have all but dried up. Marketing is pointing the finger at sales and sales is wondering what marketing's doing all day long. There's no question you need to find a new way to fire up new business.

For further reading, please go to the following website:

<http://www.masshightech.com/stories/2009/04/13/weekly1-How-to-generate-sales-leads.html>

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