

Here's What Others Say...

"Wedging your foot in the door is, by far, the best assembled and explained prospecting strategy I have ever seen. This specific strategy addresses the number one concern of sales professionals."

— Kim Gerhart, National Account Executive, SCG Services, LLC

"Keith Luscher's 'wedge' strategy works! One of the recipients of a recent letter, the president of the organization, organized a meeting with his leadership and me after I made the initial contact. He informed his assistant to contact me, to arrange a time for five of us to meet at once!"

—Merri Bame, Executive Communication Coach, Breaking Down Barriers

"Luscher's 'wedge your foot in the door' approach is highly effective and can be used to get interviews or other appointments with key decision-makers in organizations of all types and sizes."

— Steven Rothberg, President and Founder, CollegeRecruiter.com

"Whether you are just starting out or growing your practice—the key activity is prospecting. Otherwise you plateau and then go downhill. Luscher gets right to the point, and keeps you focused on what should be your number one activity."

—Erick Zanner
RIA, JDM Investment Counsel

When & Where:

Friday, July 17, 2009

8:00 a.m. till 10:30 a.m.

LMI Development Center

East Main Professional Campus
5300 East Main Street, Suite 203
Columbus, OH 43213

**There is NO CHARGE
to attend this Event.**

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Prospecting
Weekly

"Wedging" Your Foot in the Door Top 7 Reasons Why You Should Attend this Complimentary Program!



- 1 You learn a **simple 10-step strategy** that WILL secure appointments with the right decision makers at companies where you otherwise have no connection—**GUARANTEED.**
- 2 You'll know the structure required to **introduce yourself on a favorable basis**—and make yourself stand above your competition.
- 3 You will **learn where you can go today to search out** and access detailed, updated, and downloadable information on any company in the United States or Canada—for **FREE.**
- 4 You will discover how to identify key decision makers at the companies you wish to penetrate.
- 5 You will become an expert at working **with**—not around—administrative assistants and gatekeepers, and make them your ally!
- 6 You will pick up a single, priceless phone tip that will **improve the productivity of your calls tenfold.**
- 7 You can attend at **NO CHARGE!** Your only investment is your time.

Why is getting your foot in the door such a challenge?

In business-to-business sales, getting your foot in the door consistently presents the greatest challenge. To this end, we have identified FIVE "door jams":

- ✘ No connection or previous relationship.
- ✘ Not knowing the identity of the decision maker.
- ✘ The prospect's own distractions.
- ✘ The gatekeeper.
- ✘ The economy ("We're on a spending freeze.")

How do you get your foot in the door of a prospective client or employer despite these challenges? Our answer: Use a wedge.

"Wedging" *Your Foot in the Door* is a hands-on strategy for experienced professionals who know their profession and the value they bring to others.



Keith F. Luscher is the author of five books, including *Prospect & Flourish*. He is also a Marketing Representative with Principal Financial Group[®]. Prior to joining Principal[®], he served the financial service industry as a consultant, where he advised producers and created groundbreaking curriculum. Luscher is also the author of *Don't Wait Until You Graduate!*, an advanced career-planning book for college students that is now in its second edition, has been translated into Chinese, and is used in universities across the nation. He also writes a regular feature—*Prospecting Weekly*.

**For more info and to register online (required) visit "Events" at:
www.ProspectingWeekly.com**