

HOW TO START FINDING NEW DEALS



SO, HOW TO START?



You really don't know how to start, right?

No prob, we got you.

Let's say you're a startup founder or a developer with a small team. You've got some projects coming in through referrals (maybe your college mate gave you a job or someone you know threw some work your way), but you're still struggling to find new projects.

You've probably realised that, as a small team, you don't have the budget for full-time BDRs, SDRs, or marketing experts.

Your team is made up of people who should be coding and perfecting your product, but now you also need to figure out how to bring in more business. It's tough.

But here's the good news: you don't need a huge budget to get started.

You just need a few strategies and the right tools.



STARTUP PROBLEMS

A lot of small companies don't have the budget for full-time sales or marketing people.

So, the team ends up being made up of developers or founders who need to focus on coding and improving the product.

But now, they also have to find new clients and handle sales.

This can be tough because it's not what they're trained for, and it takes time away from what they should be doing – building the business.



LinkedIn – Your Best Friend for Lead Gen

TOOLS REQUIRED:



LinkedIn ***isn't your Facebook page***, and it's definitely not just a place to share random thoughts. But once you accept that you need to do some sales work, LinkedIn becomes one of your most powerful tools for marketing and sales. So - don't be ashamed to put your profile into good use and reach out to people. Million dollar tickets are handled over LinkedIn daily.

It's not a social media platform. It's where professionals go to connect and learn. If you want to find leads, this is where they are.



Sales Navigator

LinkedIn Sales Navigator is a professional tool designed to help with lead generation and outreach. It offers advanced filters for targeting specific industries, roles, and company sizes, making it easier to identify and connect with the right people. For anyone doing outbound sales or business development, it's a valuable resource for building targeted prospect lists and managing relationships more effectively..

And If you don't know how to use it - no worries. We will share another document on our website on how to find the right people.

Take advantage of the free trial, and see how much easier it is to discover leads that match your business.

WRITING THE RIGHT MESSAGES

We can't share our own secret on how to write messages, but there are plenty of examples online. The key is to keep it short, confident, and never too salesy. Remember, it's not just about the message – it's about how you communicate. Focus on the conversation, not the pitch.





WRAP UP

We know this can feel overwhelming at first. But remember, lead generation doesn't have to be complicated. It's about finding the right people, making genuine connections, and offering real solutions to their problems.

You don't need a massive sales team to get started, just some smart tactics and the right tools.

**START SMALL, STAY FOCUSED,
AND GROW FROM THERE. GOOD LUCK!**



We really try to help you - honestly.

But of course, we won't teach you all the tricks. Every piece of information in our documents can be a turning point in your thinking and understanding of business development - with practical tips, not just theory.

This document is just a starting point. Everything we do for clients is tailored, refined, and executed to a much higher standard. If you'd like to see what that looks like for your business, get in touch.