

MKT 425 Thought Paper Topics

Thought Paper #1 (Due February 6th) **LEAD GENERATION AND PROSPECTING**

Discuss the importance of and best ways to prospect new clients. Give specific tools and platforms used in current sales organizations that have proven successful. Also provide feedback on which specific types of prospect you feel you would excel at (and why) and those that might cause you issues (and why).

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Format for Papers:

All thought papers should be one page, double spaced, 12 font Times New Roman with 1" margins. Please site your sources on a separate page.

Submittal: You will upload these assignment on Blackboard ON OR BEFORE THE DUE DATE!!!!