

**Activity 64-A**  
**Using Your Business Card As**  
**Your #1 Selling Instrument**

1. Brainstorm all of the smart ways and places that you can use business card as a selling instrument in the next week. Then develop a list of as many ways as possible to get their business card into the hands of targeted prospects and suspects in the next week: \_\_\_\_\_

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2. Make it a sales professional's game to move 250 cards into the Suspect, Prospect, Customer levels of the Sales Pipeline Funnel in the next week. Where are some places or events I am attending where I could network cards away? \_\_\_\_\_

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3. Take one of your cards, on the reverse of one of your own business cards develop an action plan of all of the places or people that they intend to contact in the next week. Then duplicate that onto a second card or make a photocopy or take a camera phone picture of it and trade with another sales professional or your boss as your accountability coach. Have partners work with one another in the next week to ensure greater execution and commitment of action plans: \_\_\_\_\_

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