



MARKETING COMMUNICATION SKILL	1	2	3	4	5	6	7	8	9	10
	Least-----Use of Strategy-----Most									
1. Cold Calling										
2. Conversing with Strangers										
3. LinkedIn Outreach										
4. Social Networking (face-to-face)										
5. Friends, Family and Social Acquaintances										
6. Getting More Business										
7. Different Business Solutions										
8. Bigger Business										
9. Recovering Lost Clients										
10. Removing Non-Optimal Clients										
11. Repricing Conversations										
12. Referrals from Clients										
13. Client Survey Referrals										
14. Centers of Influence (COIs)										
15. Intimate Events										
16. Client Advisory Boards										
17. Mastermind Group										
18. Business Development Group										
19. Board of Advisors										
20. Mentor										
21. Strategic Alliances										
22. Strategic Partners										
23. Networking Groups										
24. Clubs										
25. Associations										
26. Charities										
27. Connectors										
28. Journalism										
29. Publishing										
30. Public Relations (PR)										
31. Speaking/Seminars										
32. Podcasts										
33. Radio										
34. Television										