

# Opening Doors is Priority One!

Awhile back, I shared that we were working with a door-opening company called [Kopp Consulting](#). Caryn Kopp and her team assist other companies in finding new clients by having a team of former senior management professionals use Kopp's secret sauce



to get you appointments and allow you to do your thing. What an informative experience! Working with Kopp helped us design and focus our message to best tailor it to our core clients, and they helped us connect with even more clients and businesses.

How do they do it? I am not privy to all their tricks of the trade, but I know they are paid to get appointments, and they do. They know what to say to get past the screeners and to get appointments set. They helped us gain access to numerous companies that we had not been involved with before.

I just came across an article shared on [LinkedIn](#) that suggests you should have people for cultivating leads, a separate team for closing the sales, and then another group to service them. Having professionals with strengths in different areas of the sales cycle is supported in this article. To read it, click [here](#).

The main objective of any business is to connect with the people who have the problem that their business' product or service can solve. This is the life blood of any company. It keeps everyone employed, keeps bills paid, and with the right strategy and management, keeps profits flowing to expand and

help even more people.

Yes you heard that right [Occupy Wall-Streeters](#). Most companies want to help others. If they didn't help their customers, people would not buy what they have to offer. Living in a free county, and I hope it stays that way, no one is forced to spend their money with a company. In fact, some companies have people so excited to spend their money there that they will stand in line for quite a while. Think [Apple](#), [Starbucks](#), and that popular restaurant that you go to when another nearby sits empty.

The goal for any businesses is to keep their customers happy, so they not only keep coming back for more but also tell others. When your company is newer, is not well known, or hasn't gone viral, firms like Kopp can be just what is needed to get you in the door.