

For Immediate Release  
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## **Finding the Golden Egg**

### **Start the Year off Recruiting Perfect Clients for your Business**

This year, don't waste your company's time and resources chasing and serving clients that aren't interested in your business. "Far too many companies spend too much time chasing the Golden Goose, so they don't have time to lay the Golden Egg," says Kim Duke, National Award Winning saleswoman, Head Training Queen of The Sales Divas and the author of *Tickled Pink - The Secrets of Attracting Delightful Customers*. With 15 years experience in sales and management at two of Canada's largest national television networks, Duke is a successful entrepreneur who has a history of providing savvy, sassy sales training for businesses of all sizes.

And this year, she says you can make your company more successful than ever before by focusing on the customers you can attract, rather than the ones that keep getting away. "Creating sales isn't about chasing customers, it is based on attracting them instead." says Duke. "It costs 6 to 10 times more to attract a new customer rather than motivating an existing customer to spend more, so focus the majority of your time on existing clients.

As the New Year begins and businesses are re-evaluating their sales strategies, Duke advises businesses to re-focus their sales strategies so they aren't chasing clients they don't have a connection with. For example, by analyzing the top 20% of your customer database as well as the Bottom 20%, she says you can find out who spent the least money with their company and who spent the most. "This way, you can see which customers aren't the best fit for you and should be respectfully released."

January is the perfect time to start fresh, so take the time to look for your perfect client because they are out there! Kim will be visiting Calgary on February 15 and 16.

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