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MARVIN MONTGOMERY'S

## SALES TIP OF THE WEEK

BROUGHT TO YOU BY ERC



Too often salespeople get tired of telling the same old story, so they cut more and more pieces out of their presentation (Demo) until it becomes ineffective. They wind up shortchanging the customer on the value that their product or service has to offer.

You must remember that your customer is hearing it for the first time, so make it "First Time Fresh!" This is the same thing that a stage performer does even for the 900th performance.

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To book Marvin for your next training session or speaking engagement, contact Chris Kutsko at 440/947-1286 or by e-mail at [ckutsko@ercnet.org](mailto:ckutsko@ercnet.org).

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