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MARVIN MONTGOMERY'S

SALES TIP OF THE WEEK

BROUGHT TO YOU BY ERC



"The difference between lettuce and garbage is a couple of hours!"

I was at a client's office for our weekly Sales training and the VP of Operations came up with that quote. We were talking about how soon we should follow-up with the customer after the initial call.

It was quickly determined that in a lot of cases we were giving the customer what I call the one or two week rule. I will give you a call back in a week or two. Remember that the more time you give them the less chance you have of closing the deal. Numerous things can happen during that time that can turn that opportunity from crisp lettuce to garbage.

Keep your follow-up time to a minimum unless the situation calls for a longer period that you still should control.

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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.

This e-mail has been sent to: gene@edelmanplumbing.com. All future ERC e-mail communications will be sent to this address.



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