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MARVIN MONTGOMERY'S

SALES TIP OF THE WEEK

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What happens if your organization is the first company invited to present your services to a potential client? You make a great first impression, but don't ask for the business. In comes another firm, maybe not as professional a presentation as you made, but they ask for the business. Big difference!

You may lose, simply because you did not ask. Make the most of your first opportunity. Don't assume that you can't close on the first visit. If you have done a thorough needs assessment, uncovered the customer's pain and communicated how your product or service will fix it. Close! You might not get a second chance.

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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.

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