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MARVIN MONTGOMERY'S

SALES TIP OF THE WEEK

BROUGHT TO YOU BY ERC



Can you imagine someone approaching you and saying that you would be a good doctor or dentist? What about an airplane pilot? You can't participate in these professions without a degree and/or certification. Sales is one of the few professions that you can just go out and see if you like it. I call this Practicing on your Customers.

How much time have you put into preparing and practicing for what you do for a living? Unfortunately, there are a lot of so-called "salespeople" using the school of "Trial and Error" who learn by doing. Let's start upgrading this profession's image today. It really won't take much - just use preparation and practice before you engage your customer. Remember...sales is a profession too!

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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