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MARVIN MONTGOMERY'S

SALES TIP OF THE WEEK

BROUGHT TO YOU BY ERC



Hopefully you're not one of the many salespeople that sit back and wait for the sale to fall in your lap. You feel that you have done such a great job selling the product or service that the customer should announce, "I'll take it!" Unfortunately that rarely happens.

It's your responsibility to ask for the order using the appropriate close that will fit the situation that you're in right now. You also have to be prepared to ask more than once. Research shows that you will get a minimum of 3 to 5 "no's" before you get a "yes". That means you have to ask for the sale a minimum of 3 to 5 times.

Take the initiative. Ask for the sale! Stop waiting for the customer to close themselves.

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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