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MARVIN MONTGOMERY'S

## SALES TIP OF THE WEEK

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When I look back over the last 46 years of my career in sales and professional sales training, I have noticed that there are three different types of sales people:

- The **first type** is "Those who let it happen." They are not organized, nor are they in control of the sales process.
- The **second type** is "Those who wonder what happened." This type does no follow-up or follow-through after the initial appointment. They are still waiting for the prospect to contact them and close the sale themselves.
- Then there is the third type, which is also the minority – "Those who make it happen." This is the type that doesn't wait for their ship to come in; they swim out to it. They have the self-discipline to do what is required when it's required, whether they feel like it or not. It's no coincidence that they are also the ones that consistently achieve (and exceed) their sales goals.

The question is: Which one are you?

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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