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MARVIN MONTGOMERY'S

SALES TIP OF THE WEEK

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Unfortunately, a lot of people have a tendency to focus on what can't be done instead of what can be done – especially when it comes to closing sales. I have been hearing a lot of excuses lately:

- I can't because of the economy.
- I can't because they won't return my call.
- I can't because of competition.
- I can't because of the pricing.
- I can't because they need to think about it.

I recently did two keynotes for companies that were kicking off their sales season. The first company's president focused his opening remarks on what couldn't be done due to poor economic conditions, and was happy if the company sales stayed flat. The other president focused on a 'can do' attitude and reinforced that the company is positioned to win. They are currently 19 percent ahead of last year's pace, while the other company is behind.

Stop focusing on what you can't do and begin focusing on what you can. Remember – whether you think you can or you can't, you are right.

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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