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MARVIN MONTGOMERY'S

SALES TIP OF THE WEEK

BROUGHT TO YOU BY ERC



The president of a well-known local bank that I do training for has said on numerous occasions, “If we just wanted more transactions, all we have to do is put a full-page ad in the newspaper advertising higher rates and lower fees and they will come.” He then goes on to explain that his goal is to build the bank one quality relationship at a time, not just rely on one-time transactions.

Is that your goal? Don't get me wrong, it can take a lot of work to make the sale, but it takes a lot more to develop that sale into an ongoing relationship. A sale is one and done. A relationship provides you with the Three R's – Repeat business, Referrals and Requests.

Let your customer know up front that he or she is not just another notch in your sales belt. You can also demonstrate it by exuding the following seven qualities at your first meeting:

1. Active listening
2. Organization
3. Enthusiasm
4. Pleasantly persistent
5. Honesty
6. Sincerity
7. Confidence

It still holds true; people buy from people who they know, like and trust. That spells relationship.

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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