



MARVIN MONTGOMERY'S

## SALES TIP OF THE WEEK

BROUGHT TO YOU BY ERC



My son Marvin Jr. is nine years old and is playing his first year of tackle football. I was reminded of this saying as his Coach yelled out, "*The way you practice is the way you play*, so let's run that play again until we get it right."

My question to you is how much time are you spending practicing what you do every day for a living? Unfortunately not very many salespeople do. They practice on their customer until it becomes a good habit or a bad one. One of the benefits of practicing in a controlled setting is that you are given the appropriate methodology for handling that specific communication technique, whether it's on the phone or face to face.

Practice your greeting and rapport, practice the needs assessment, practice overcoming customer resistance and closing. My motto is preparation and practice prepares you for peak performance when you are in front of your customer. **The way you practice is the way you will play!**

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).