



Someone once said, "If you are wearing out the seat of your pants before you do your shoe soles, you are making too many contacts in the wrong places."

That tenet rings more true today than ever before. In a world where digital communications have surpassed traditional methods, the reality is that if you're not using these tools to help your company's sales efforts, you're probably getting your clock cleaned by your competitors.

Take a quick moment to assess your own organization's sales team. Does your vice president of sales or your chief development officer buy in to the hype that cold-calling or even networking is old-fashioned? Does he or she believe that selling the digital way has completely replaced face-to-face sales?

Absolutely not!

In fact, unless your company's sales are purely inbound, you can't achieve your company's complete goals solely by relying on electronic communications alone.

So go back to the basics in order to move into the future. Believe it or not, it's that straightforward.

To book Marvin for your next training session or speaking engagement, contact Chris Kutsko at [440/947-1286](tel:4409471286) or by e-mail at ckutsko@ercnet.org.