



MARVIN MONTGOMERY'S

SALES TIP OF THE WEEK

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Someone recently shared with me, "Everything will be okay in the end. If it's not okay, it's not the end." In other words, if you have not closed it yet it's not over.

We should look at every sales opportunity in that same manner. Just because they are saying no right now does not mean you should give up completely. Move them to your follow-up file and continue to strategize the next steps that will bring you closer to closure. It could be something as simple as having your Sales Manager or even the President or Owner do a follow-up call that could breathe new life into the sale.

Want to add some additional revenue to the bottom line? Pull some of the sales out of your "no" file and have someone resurrect the sale. Remember, it's not no, just not now.

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.