



etips

'Lead the Pack' Sales Training

Are You Fueling Your Prospect's Appetite?

Cooking a gourmet meal is analogous to running a precise and intriguing sales interview from the customer's perspective. How would you feel, however, if your invited dinner guests stopped at a local restaurant before coming to your dinner party, killing their appetite? Would you be reluctant continuing to prepare the meal? When you do prepare a gourmet meal, wouldn't you like your guests to come with an appetite? Likewise, wouldn't you like your audience to have an appetite for your sales presentation?

Too many salespeople present to anyone, appetite or not. The Sales Mastery professional knows that customers are more likely to buy if they have a good appetite and they develop that appetite and seek evidence of it before allocating resources to provide solutions.

"It is good to rub and polish our brains against that of others."

-Michel de Montaigne

Leadership Connections

Leading you to exceptional sales success, Connecting you with top line results

Sales Mastery 'Lead the Pack' Sales Training

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