

Sales tips



info@leadershipconnections.com

### Be Creative on Adding Value!

History predicts that we can expect some significant companies to emerge from the current crisis. During the 1930's alone, some entrepreneurial start-ups that went on to become household names were Motorola, Hewlett-Packard, Texas Instruments, and many others. In the airline industry alone, Southwest Airlines, Ryanair, and JetBlue started during downturns on the principles of

delivering value, as were Revlon and media, such as CNN. With firms scaling back and with the scarcity of capital for new purchases, this creates huge opportunities for sellers to get creative about solving problems, preventing problems and creating value beyond standard features and benefits.

*"Most of the things worth doing in the world had been declared impossible before they were done." —Louis Brandeis*

### Leadership Connections

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

**Sales Mastery 'Lead the Pack' Sales Training**

**Powerful | Proven | Enduring**

**www.LeadershipConnections.com**

**303 462 1277**

[Upcoming Events](#)