



# etips

## *'Lead the Pack' Sales Training*

### **New Business Relationships**

Selling and leadership are jobs of interacting with others. Both require ongoing communication, understanding, and a sharing of resources, time, and problem solving. Being good is not good enough. Working successfully with others determines the degree of success you will achieve. Don't confuse schmoozing or being liked with a real relationship. Yes, when others like you, it is a positive but it does not guarantee anything. There are probably people like you, but would you hesitate giving them control of your investments. Buying is making an investment. Stephen Covey says that a combination of character and competency creates trust. You must have both.

**"I don't want to be just a voice on the phone. I have to get to know these guys face-to-face and develop a sincere relationship. That way, if we run into problems in a deal, it doesn't get adversarial. We trust each other and have the confidence we can work things out. -Wayne Huizenga**

### **Leadership Connections**

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

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

[www.LeadershipConnections.com](http://www.LeadershipConnections.com)

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