



# etips

## *'Lead the Pack' Sales Training*

### **Selling is Being A Good Counselor**

Good counselors are adept at helping clients feel comfortable talking about uncomfortable subjects. Before counseling patients can change habits and problem behaviors, they first must take ownership of their problems and admit they have them. They also must be clear on the implications and consequences of their situation. The same is true for sellers and buyers. Stalls are significantly less when sellers successfully facilitate ownership and the implications of the buyer's problems.

**The man with insight enough to admit his limitations comes nearest to perfection. - Johann von Goethe**

### **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)

**303 462 1277**