



etips

'Lead the Pack' Sales Training

Be Slow to Prescribe

Doctors who prescribe before diagnosing often experience malpractice suits. Moreover, patients expect and want their doctors to diagnose their aches and pains. Health is personal and it demands a personal relationship. Buying is also personal. It is easy to assume that the buyer will be able to see the value of our offering. It is important to remember that value is easier to sell by comparing gain or benefits to the degree of pain! Diagnose first! What the customer thinks they want may not be the best treatment. Weak solutions increase customer service time, shrink profit margins, and lose repeat business. Solutions the prospect perceives specific to their need garner easier decisions and fewer objections.

Patience and perseverance have a magical effect before which difficulties disappear and obstacles vanish.

– John Quincy Adams

Leadership Connections

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

Sales Mastery 'Lead the Pack' Sales Training

www.LeadershipConnections.com

303 462 1277