

Sales etips



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Has the truth changed?

What we believe to be true is our perception of reality. When reality changes, (and it often does) do your beliefs change accordingly? Do you believe your accounts are safe? Do you believe that you are at the top of your game? Do you believe you really know your customer needs? What evidence do you have? What was true

yesterday may not be today. How has your customer's business needs changed? How have you changed? Make no assumptions. Now is the time to ask your customers what you are not doing that you should start doing? What are you doing that you should stop doing and what are you doing that you should continue doing? Are your skills slipping or getting stale? What do you need to change?

When you are through changing, you are through. – Bruce Barton

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