



# etips

## *'Lead the Pack' Sales Training*

### **Is Your Product Service a Commodity?**

"Our edge is service!" Does that sound familiar? Every provider claims to give good service. Service has become the differentiator for many products and in that role, service itself, is becoming a commodity. Exactly what does good service mean? It is different for everyone, and like value, it is in the mind of the buyer. Think of visiting your favorite fine dinner restaurant. You may prefer frequent interruptions by the waiter to check on your needs, while others prefer intimate conversation with fewer interruptions. What is good service to your prospect? Is it a relationship, faster delivery, easy returns, automated ordering, live attendant answering, availability, expertise, or something else? Make the customer important and simply ask! Then remember and implement the answer!

**"Profit in business comes from repeat customers, customers that boast about your project or service, and that bring friends with them." -W. Edwards Deming**

### **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**