

Sales etips



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what process they went through on previous purchases similar to yours, or ask how they are going to go through this process and map out a plan together. People love to buy, but hate to be sold. Make it easier for them to buy.

Use the Platinum Rule

Treat others the way they like to be treated, not the way you want to be treated. It may be different! Too many sellers sell the way they want to buy, yet buying styles show that roughly 75% of the world buys differently than you do! Find out how your customers want to be treated-not, necessarily how you want to be treated. To find out, ask

"Life is not a matter of holding good cards, but sometimes, playing a poor hand well." -Jack London

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