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promotional consultant TODAY

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Top Shelf Tip No. 131: "Life is like playing a violin solo in public and learning the instrument as one goes on."

-- Samuel Butler, British poet, (1835-1902)

Start With A Clean Slate

How easy is it to sell without knowing your prospect's **goals**? It's harder...much harder. Approach repeat business (renewal business) as a new prospect! Instead of assuming (or hoping for) the sale, start by asking questions like:

- What challenges are you experiencing that are new from the last time we met?
- What priorities have changed?
- Are there any changes that have taken place in your target customer?

Implement this **simple** strategy, and you will receive so much powerful information, that when you do make recommendations, they will be sounder and result in bigger and faster sales.

--Source: **Jenae** Rubin is president of Sales Powerhouse, a sales and marketing consulting and training firm, and the author of *Turn Objections Into Sales, Pearl Marketing, 99 Inexpensive and Free Techniques to Reduce Attrition and Increase Sales*. She is currently writing *Stress-Free Selling™, the 7 Steps to Successful Sales*.

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