

Title:

Evaluating Your Customer

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Summary:

It is one thing to make a sales presentation, but it is another thing to make a sales presenta

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Article Body:

It is one thing to make a sales presentation, but it is another thing to make a sales presenta

This is why it is so very important to take your customer in, sit them down, make them feel co

On a personal note . . .

I learned the importance of evaluating your customer the hard way. A few years ago, I was a br

Once I explained to her the process of opening a savings account, I proceeded to tell her all

Once I had finished my rehearsed presentation, she said to me;

That all sounds very nice, and it is something that I will consider in the near to distant fu

So there you have it, I tried to sell a home equity loan to someone without a house.

Needless to say, my face turned a deeper shade of scarlet, and I felt like an idiot.

But hey, I learned from my mistake. Had I asked some simple probing questions before I went st

You will be amazed at what you can find out from people just by asking them a few simple quest

I once had a friend who owned a shoe store, and his inventory was made up mostly of sneakers.

So, as you can see, my friend increased his sales that summer simply by striking up a conversa

Imagine going to your doctors office with an ailment and having him prescribe you a medication

The same principal applies.

It really isn't rocket science, it's just friendly conversation, get to know your customer and

Why service only one of your customers needs when you can service them all.

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