

## EFFECTIVE SALES:

1. Starts with building confidence and trust. Without it, you won't have a sufficient "base of relationship" on which to build the sale. Always return to and invest in building confidence and trust.
2. Never goes anywhere without compelling value. What does your customer want and how do you provide it in a unique and compelling way for them?
3. Turns the corner when the customer begins "driving" the conversation. "Okay, I'm sold, now how much is this going to cost and what are the deliverables?"
4. Makes it or breaks it on the quality of service you deliver. From great service comes stronger relatedness AND referrals for new business (back to the base).

