



The CONNECTION™

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Beginnings and Endings

The writer and businessman David Weinbaum said, "The secret to a rich life is to have more beginnings than endings." The same is true of sales.

When we close a deal, we often think of it as the end of the sales cycle, but the secret to growing accounts and long-term relationships is to be able to assist that customer again and again.

Don't look on the close as the end of anything, but the beginning of the next sales cycle with that customer.

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