



## **The CONNECTION™**

February 14, 2008

### **Tell Me More, Tell Me More, Tell Me More**

In the movie, "Grease," John Travolta and Olivia Newton-John's friends sing, "Tell me more, tell me more, tell me more," to find out what happened during summer vacation. And they hear lots of details about John and Olivia's summer romance.

When you're with a client, use those three simple words - "Tell me more" - to keep the client talking and help you uncover a wealth of information about a client's situation.

A participant in one of our sales classes came back late from a break. As she apologized for being late, she said, "I was talking to a customer on the phone. I've worked with him for two years; getting him to talk has been like pulling teeth! He was telling me a little about a situation he's facing where we might be able to help. I needed more details, so I did what you taught me and it really works. I said, 'Tell me more,' and I couldn't get him to stop talking!"

On your next sales call, just drop "Tell me more," into the conversation. You'll be amazed at the information it provides.

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