



The CONNECTION™

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Reinforce Value

Want to reduce “buyer’s remorse” with your customers? Make sure that the last thing they hear from you reinforces the wisdom of their decision, not how happy they’ve made you as the sales professional.

When closing the conversation, reinforce the value you’re bringing to their situation.

- **Recap the discussion**
 (“Let’s recap so I’m sure I’ve got everything...”)
- **Review the details**
 (“You’re going to ___and we’ll do ____ for ____.”)
- **Reinforce the value link**
 (“This is great, because what it will do for you is ____, which you said was your most important priority at the moment.”)

Leave them thinking what the future looks like, not what they’re spending.

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