



## **The CONNECTION™**

April 5, 2007

### **Roman Advice**

The Roman poet Ovid had this to say: ***Take rest, a field that has been rested gives a beautiful crop.***

This has two applications to sales people, depending on your situation:

- Give your clients a rest at some point. While you want to prospect every available opportunity, you don't want to wear your best customers out or appear too needy
- Give yourself a break; exhausted sales people make mistakes

Take a step back, get some rest and call them again tomorrow.

**Contact Communispond**  
marketing@communispond.com  
800 529 5925  
www.communispond.com