



The CONNECTION™

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Back it Up

When making claims about the effectiveness of their product, many sales professionals don't volunteer how they know their product or service is so good.

Don't wait. You can back up your claims in several ways:

- Factual, third-party evidence
- Your company's expertise and capabilities
- Demos and presentations
- Success stories

Not all prospects want all of them, so choose the method of proof that will be most effective for that prospect and offer it up to them along with your recommendation.

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