



The CONNECTION™

April 24, 2008

One Size Fits All

A sales manager asked her salesperson about the customer presentation the salesperson was preparing for a customer. "Oh," the salesperson said, "I'll just do my standard dog and pony show. They've got the exact same situation as the presentation I did last week."

The sales manager explained that if the salesperson really understood what that customer wanted and needed, and why it was important to the customer, there would be no such thing as a "standard dog and pony show." She reminded her salesperson that customers don't want "one size fits all." They see their world as unique and different, and they want a solution that reflects their uniqueness as they see it.

So, even if your customer has a situation that almost exactly mirrors another customer situation, present your solution as unique to them. Make certain you understand as much as you can about their perspective. Select content and information that addresses their sense of that uniqueness, and create a presentation of your solution that highlights how well you understand the way they see their world, and how well your solution matches up with their situation.

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