



## **The CONNECTION™**

May 8, 2008

### **Hidden Treasure**

The joy of hunting for hidden treasure is the excitement of discovering something valuable you didn't realize was there. Mark Twain knew. He wrote, "There comes a time in every rightly constructed boy's life that he has a raging desire to go somewhere and dig for hidden treasure."

With your customer, look for those components of what you do and how you do it that add value and match what the customer wants. They're already there in your solution. You just haven't dug them out yet and highlighted them for your customer.

They're your hidden treasures. You might highlight your:

- Automatic upgrades
- Toll-free customer support number
- 24-hour service
- Just-in-time delivery
- Drop shipping
- Delayed billing
- Product training
- Satisfaction guarantees

Dig out the specific hidden treasure that will resonate with your customers and tell them about it. You show you're attuned to what's important to your customers. You show that you want them to have the best solution.

Highlighting a hidden treasure may be the one thing that puts your deal over the top.

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