



The CONNECTION™

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A Success Story about Success Stories

During a meeting with his prospective customer, Bill was asked, "What's your company's experience with this type of application?"

Bill replied, using our structure for shaping success stories. He talked about:

- Another customer's similar need
- How his solution tied to that need
- What his solution did for the customer

Here's what he said: "We have another customer who's in a similar business to yours. They were looking for an application that would give them speed, flexibility, and security."

"Just like we are," the prospective customer said. "What did you do?"

"We recommended our Flexor 10 line. It has plenty of power to give them the speed they want, maximum security, and it's flexible so it will grow as they grow. Their application's been up and running for six months, and they've already reduced their lag time by 19 percent. Would you like to speak with them?"

The prospective customer did, and bought from Bill the following week. Bill moved his sale forward because he linked his success story to what his prospective customer had told him was most important.

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