



The CONNECTION™

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Be an Expert

Ever been with a salesperson who yapped on and on about things that didn't interest you? Remember how you felt as the customer? Trapped. Bored. Disinterested. Eager to get away.

We saw an airport billboard that read: "I want to talk to an expert, not a know-it-all."

What's the difference? Experts target specific information based on their understanding of what the customer is looking for, and treat each customer as unique and special. It's easy for the customer to find value in everything the expert offers because it all relates to what's important to the customer. A know-it-all backs up the truck and does a data dump. Maybe customers will find one pearl of value buried in the pile of irrelevant and unwanted information - if they're still listening.

When you're talking with your customers, be an expert, not a know-it-all.

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