



The CONNECTION™

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Nothing Succeeds Like a Success Story

Salespeople love to tell their prospects and customers about past successes, but did you know there's a right way and a wrong way to do it?

Don't lead with the success stories. It sounds like you're bragging and you don't know if the customer needs the reinforcement.

Do use them to back up your proposal as added proof. A good success story:

- Is an "apples to apples" comparison of customer and product.
- States the challenge.
- Explains your solution clearly.
- Shows how that solution worked for the client, being as specific as possible. Real numbers are much more powerful than, "the customer loved it."

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