



The CONNECTION™

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Dog Bones and Selling

There's an old fable about a greedy dog that sometimes applies to sales professionals.

One day, a dog found a terrifically yummy bone and was carrying it back home to enjoy it at her leisure. While crossing a bridge, she looked in the water to see a reflection of another dog with what looked like a much juicier bone. Suddenly, she snapped at that bone and dropped the one she was carrying into the river, never to have it back.

When on a sales call, it's easy to be distracted by new information or other sales opportunities. Have the discipline to note them, so you can follow up-but don't lose sight of the deal you went there to make or you may miss out on each one.

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