



## **The CONNECTION™**

August 30, 2007

### **What CAN You Do?**

The great basketball coach John Wooden once said, "Don't let what you *can't* do interfere with what you *can* do."

This is critical for sales professionals, since so often the client will make a request that you can't meet. Rather than get hung up on that, here are some ways to counter that problem:

- Find out how important it is to the customer, and why (it may not be the deal breaker you think it is).
- Focus on the customer's priorities, and how well you can meet all the major criteria for success.
- Find ways to mitigate or eliminate the results of your not meeting that need.

Rather than focus on what you can't do, focus on where you can add value to your customer.

**Contact Communispond**  
marketing@communispond.com  
800 529 5925  
www.communispond.com