



## **The CONNECTION™**

September 20, 2007

### **If You...Then I**

What's the difference between, "If you'll put me on the calendar for Tuesday and invite Susan, I'll put that proposal together for you," and "I'll put that proposal together for you, if you'll set up a meeting on Tuesday with Susan."

The difference could be a lot of work for you and no appointment on Tuesday.

Customers sometimes hear what they want to hear, and that's especially true if they ask you to do something for them. If a salesperson commits, then asks something in return, customers have a funny way of missing that part of the conversation.

Get the customer to commit to something (sometimes it's as big as the order, sometimes it's as small as a next meeting, but something) and then offer to do what the customer asks. Remember ..."If you will ...then I will..."

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