



## **The CONNECTION™**

November 1, 2007

### **Prescribing Before You Diagnose?**

What would you think if your doctor handed you a prescription the minute you entered her office, then asked you what was wrong? Some customers feel the same way after a sales visit.

Your products or services are the prescription for what the customer needs. Taking the time to understand those needs builds credibility and trust. Asking a lot of questions and understanding the customers' needs is crucial to being seen as a consultant, not just another vendor.

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