



The CONNECTION™

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Quotable Quotes

Sales professionals love to use third-party experts to back up claims about their products or services-and customers love them, too. However, don't you ever wonder what kinds of experts move clients the most? Here's a small sampling:

- Highly placed business leaders like CEOs are good.
- Respected scientists and subject matter experts are better.
- Industry peers are better still.
- Nothing beats a customer's colleague who can vouch for your services and says you can help.

Don't ignore references you have at your fingertips in favor of someone you think is more impressive. Generally, the closer a source is to your client's situation, the more the referral will resonate with them.

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