SELLING : SPEAK ABOUT CUSTOMER'S INTERESTS

MENTION THE KEY FACTS, FEATURES OF YOUR PRODUCT.

EXPLAIN HOW IT WORKS & WHAT IT MEANS.

SAY WHAT BENEFITS HE WILL GAIN.

WHAT DO YOU KNOW ABOUT YOUR PRODUCT?

WHAT IS THE FEATURE YOU ARE FOND OF?

DO YOU HAVE A CLUE WHAT YOUR CUSTOMER NEEDS?

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