



TIP OF THE WEEK

February 26, 2008

A few months ago, I heard Neal Rackham speak at a conference. I enjoyed his book called SPIN Selling some years ago. Rackham said we should all plan our sales calls so that we add value during the call. We should provide enough value – as perceived by the customer – that we could send them an invoice and they would be happy to pay it.

While the concept presents some challenges, it is not impossible if you approach it properly. I remember when I first met my current CPA, Jay Primack. This was probably twenty years ago. He came to our company and rather than pitch us about what a great firm he had, he asked if he could study our tax returns. A week later he called and told me that he thought he could re-file the returns for the past five years and get us about an eighty thousand dollar refund. Needless to say we dropped our old firm and Jay has been my accountant (and good friend) ever since.

Think about how you can provide value on your next sales call and you will probably make that sale – and hopefully start a new relationship, too.

Good luck. Work **ON** your business. Stay in touch.

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