

Stop Selling Ice to Eskimos

Is selling ice to an Eskimo the **honest** thing to do? **Follow this process** to

ENSURE YOU ARE **HELPING** THE CUSTOMER:

- Ask the customer questions.
- Find out what they need and what is their problem.
- Now solve it!

Remember,

PROVIDING SOLUTIONS IS THE ONLY WAY TO TURN A **FIRST TIME CUSTOMER** INTO A **LIFETIME CUSTOMER.**