Face To Face Selling
“Despite all of the new high-tech alternatives, **In-Person Sales** is the **Most Powerful** marketing tool in use today.”
“People don’t care how much you know until they know how much you care.”

John C. Maxwell
When Do I Give Up?

- 12% Quit After Four "No"s
- 22% Quit After Two "No"s
- 14% Quit After Three "No"s
- 8% Quit After Four "No"s
- 44% Quit After One "No"
- 66% Quit After Two "No"s
- 80% Quit After Three "No"s
- 92% Quit After Four "No"s
When Do I Give Up?

Only **8%** Ask For The Order A 5th Time

**80%** Of The Prospects Say “NO” 4X Before They Say “YES”

- 63% of people requesting information today will not purchase for at least three months
- 20% will take more than 12 months to buy
“Most people do not listen with the intent to understand; they listen with the intent to reply.”

Stephen R. Covey
(1932-2012)
GOLDEN RULE

“Do Unto Others
As You Would Have Them
Do Unto You.”
GOLDEN RULE
“Do Unto Others As You Would Have Them Do Unto You.”

PLATINUM RULE
“Treat Others The Way They Want To Be Treated.”

Dr. Tony Alessandra
**Retail**

**Features**
Product Knowledge

**Advantages**
So What?

**Benefits**
What's In It For Me?

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**Business To Business**

**Focus**
Why Am I Here?
What's My Goal?

**Attitude**
Be Positive
Be Helpful

**Retail To Business**