

## 9.1: Introduction

### The Approach: The Power of Connecting

#### Video Ride-Along with Tonya Murphy, General Sales Manager at Radio Station WBEN-FM

*You heard Tonya Murphy talk about the importance of the preapproach in the video ride-along in Chapter 8. Now she wants to provide you with insights about the moment of truth...the first time you actually come in contact with the customer. The approach is that critical step when the customer decides if she is going to be open to hearing your presentation.*

*Ride along with Tonya and hear her tips about what it takes to make a successful approach. Based on Tonya's experience, you only have fifteen seconds to win over the customer. You need a strong approach.*



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