

10.1: Introduction

The Presentation: The Power of Solving Problems

Video Ride-Along with Paul Blake, Vice President of Sales at Greater Media Philadelphia

You met Paul Blake in Chapter 4 when he talked about ethics and doing the right thing. Now hear his tips for making a successful sales presentation. While most salespeople find this step of the selling process to be their favorite, it takes a lot more homework than meets the eye.

Listen to Paul's advice for learning about what makes the customer tick and delivering value "in a big way."



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