

6.1: Introduction

Why and How People Buy: The Power of Understanding the Customer

Video Ride-Along with Rachel Gordon, Account Manager at WMGK Radio

Meet Rachel Gordon. Rachel has been in sales for three years and has learned that selling is about understanding the customer's needs and wants. Rachel sells advertising and marketing programs to businesses such as casinos, restaurants, car dealerships, and local businesses. Rachel graduated from Cornell University with a degree in fashion merchandising. After two years in retail, she learned that selling is her passion.

Ride along with Rachel and learn how she identifies the decision maker versus the influencer in a sales call and why each is important to making the sale.



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