

## 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."*



---

This page titled [10.1: Introduction](#) is shared under a [CC BY-NC-SA](#) license and was authored, remixed, and/or curated by [Anonymous](#).