

8.1: Introduction

The Preapproach: The Power of Preparation

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

You met Tonya Murphy in Chapter 3 when she talked about the power of relationships. Part of building relationships that work is doing your homework. It's not enough to simply use the information you gathered when you were prospecting and qualifying.

Ride along with Tonya and learn how she researches and develops an "I know" statement as part of her preapproach before every sales call.



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