



BMG NZ - Sales & Marketing Tip 2

Be Proactive to Get More Business!

Customers usually choose the person who helps them the most. So pick up the phone and call them.

And don't try to sell them something; instead ask "How's business going?", "What problems do you have at the moment?" and "Is there anything we can do to help you?"

You'd be surprised how much business is out there when you help customers evaluate their needs or solve a problem.

This tip was brought to you by BMG NZ.