

The First Rule of Selling



Discussion Questions

Would you ever say, “Get me to like you!” to a prospect or customer? Why or why not?

Chris says, “We do our best work for people we like?” Is that a statement that resonates with you?

Robert Cialdini says, “The first rule of sales would be to come to like your customer.” What factors into your coming to like a prospect or customer?

Do you sell differently when you genuinely like someone? Describe the difference(s).

What action will you be taking as a result of this Instant Sales Training session?