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Monday, May 31, 2011

**Q: Is OK to let a potential customer know that we think they are interested...by the number of times they went to our website?**

--Steve Step

**A:** It is OK, but not necessarily preferable. Potential buyers are inconsistent in their attitudes. Surveys show that--while buyers don't want you to reach out to them... [See the full answer.](#)

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--Laina of iIMAGE in Tempe, AZ

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**Q: I am in consumer products sales. My customers buy weekly. I have 10 competitors. How can I strengthen my relationship with my customers?**

--Sandeep Chadha

**A:** The first thing to look at is how are you different from your competitors. If the only answer you can find is some variation of "we're cheaper," then you are playing the commodity game, and that is not a good place to be... [See the full answer.](#)

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## Q: What do you tell your newly recruited sales team?

--Dr Anthony Ossei

**A:** When you bring your new sales team on, understand that they are coming in at different skill levels. Some will have been out in the field before selling...[See the full answer.](#)

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