



TIP OF THE WEEK

November 13, 2007

I've heard it said that people don't buy from you just because they like you. But in my opinion, you've got a much better chance of getting the order if they do. That's why The Markens Group is so successful: everyone is just so darn likeable (with the possible exception of yours truly). So everything else being equal, like having the right price and product, people would rather do business with those they like than with those they don't.

Now this does not mean wasting customers' or prospects' time by trying to socialize in the middle of their busy schedule.

What it does mean is appearing and acting professionally, offering a strong handshake, looking people in the eye, listening well, and taking a genuine interest in what they have to say. How you appear and behave is an instant subliminal signal that you appreciate and respect the time they are giving you. No, it won't make them like you, but the odds are pretty high that if you don't follow this tip, you'll never get the chance to find out if they might.

51 HOLLAND

AVENUE

WESTFIELD

MASS

01085-3730

Good luck. Work **ON** your business. Stay in touch.

The Markens Group

Ben Markens