

THE IN-HOUSE TRAINING COMPANY

Thought for the day – 10

‘What are others doing?’

When doing research, some businesses try to discover what it is that they are not doing for their customers. Sounds good, doesn't it?

But some people say it's not enough. They say the most effective sales strategy is to find out what your competitors are doing for their customers. As they say in the Mafia, 'keep your friends close and your enemies even closer'.

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This thought has been taken from Graham's book 'Companies don't succeed, people do!' Graham delivers outstanding sales training – click [here](#) for details of some of his programmes.

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