

THE IN-HOUSE TRAINING COMPANY

Thought for the day – 12

‘Every sales call is a free market research opportunity’

Many sales-oriented businesses say that the best market research is a real salesperson asking a real prospect to buy. If there is a sale, find out what made it possible. If there was not a sale, discover why not.

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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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