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BUSINESS



**Forget Patience, Let's Sell Something!  
Archives Available  
March 20th 2014: How To Identify and Sell To  
The Personal Needs Of Your Clients**

It doesn't matter what business you're in, you are ultimately in the business of building relationships. People buy from people first and foremost, then they buy your company. People also have a tendency to buy from people they can relate to in some way. All clients have personal needs that need to be considered and met while you are also meeting their organizational needs. Tune into today's show to learn how to quickly recognize an individual's personal need and how to sell to them based on their personal need.



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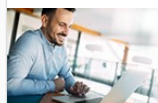
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