



Episode 7 Exercises

1. Prepare all the necessary information and documentation to present to the customer in advance, such as features, benefits, advantages, statistical and comparative data, samples, licenses, certifications, etc.

Keep these documents on hand so that you can access them quickly if needed. Remember, you may not need to present all of these items, but you should have them prepared in advance.

2. Practice negotiation challenges for one day to become proficient. You can do this once a week.



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