

# Everyday . . .

- A new business is born that requires your product or service.
  - A business wants to grow and they need your help.
  - A sales rep goes M.I.A. leaving an orphaned account for the taking.
  - A business moves into your area finding it easier to deal with a local company.
  - A new buyer joins the company looking to make a name for them self.
  - That old buyer who used to tell you "No!" may have left.
  - A vendor drops the ball creating an opening for you.
  - A vendor gets complacent creating opportunity for you.
  - A rep fails to offer an idea that you have that could impact your prospect's business.
  - A buyer just doesn't like their rep.
  - A buyer feels like they have to continually "babysit" their vendor
  - A buyer is managing too many vendor relationships and needs a "one source solution"
  - A buyer hates the buying process with their vendor.
  - A buyer wants to deal with someone who isn't just about the commission check.
  - A buyer feels like they are over paying for what they are getting.
  - A rep misses a deadline
  - A rep fails to communicate properly giving you an opening.
  - A company needs the benefits of your offering to help them streamline their process.
  - A company needs to get better market share . . . your idea can help
  - A company needs happier customers, employees and shareholders . . . you've got the cure!
  - A buyer wishes they could find a vendor that would "get it right the first time".
  - A referral from an existing account is there for the taking . . . you need only to ask for it!
  - A "low ball" company can't sustain quality
  - A sales rep gets caught in a lie to a customer losing credibility
  - A vendor implements some stupid, non customer friendly policy
  - A vendor raises their price making the buyer reevaluate the situation
- A Buyer needs your awesome idea to make them look like a rock star!**

**A buyer gets FED UP!**

**Our job is to find these people!**

Compliments of Paul Castain's Sales Playbook  
<http://yoursalesplaybook.com>

