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 disappears leaving an orphaned account for the taking.

A business moves into your neighborhood and needs 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!" might be ready to say "YES!.

A vendor gets complacent creating an 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 rep.

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 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 who "gets it right the first time".

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 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!

CASTAIN TRAINING SYSTEMS

Training · Consulting · Coaching · Speaking Engagements www.yoursalesplaybook.com | paul@yoursalesplaybook.com | Ph: (631) 455-2455