

THE ESSENTIALS OF B₂B SALES SUCCESS

ASR Sales Play



Ask

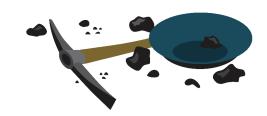
- Ask & Explore
 - Problems & Opportunities
 - Importance

Suggest → Recap

- Validate
- Suggest & Explain
- Ask for Agreement

- Summarize
- Confirm







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