



P<sub>3</sub> Selling<sup>SM</sup>

THE ESSENTIALS OF  
B2B SALES SUCCESS

**CLERKING**  
wins as many as **20%** *or more*  
B2B sales.

*The*  
**PROBLEM** is  
there is a high probability  
of losing the other **80%**  
*by selling this way.*

[P3Selling.com](http://P3Selling.com)