

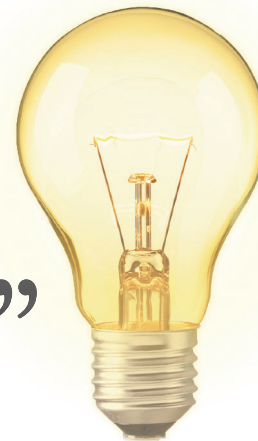


P₃ SellingSM

THE ESSENTIALS OF
B2B SALES SUCCESS

REAL selling
involves **increasing**
a prospect's *awareness*
and thus the need to **CHANGE.**

In effect, creating
“LIGHTBULB”
moments.”



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