



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

THE ESSENTIALS OF  
B2B SALES SUCCESS

Focusing all your selling efforts  
*on a single person* is as **RISKY**  
as placing all your bets  
*on a single roulette number...*

Both strategies are attractive  
*because they are* **EASY**,  
**BUT** nobody's getting **RICH**  
*from them.*

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