

# Questions:

Do you use faxes, e-mails or voice to communicate?

Are there times you just have to be found?

Is call-screening important to you?

Can you receive fax, voice and e-mail in your car?

Can you check five e-mail accounts from one place?

Can you reduce you monthly communication costs?

Can you hear your e-mails over the phone? Send them?

Can you do all this just by using your voice?

Other info @ BMW.COM, use bww as username & current month as password., look around for Kate tools, explore

## Dale Carnegie's 5 Steps to the Sale

### 1. Ask a General Interest Question.

Do you use e-mail or the fax a lot?

### 2. Ask a Specific Interest Question.

Ever thought about doing it in your car?

### 3. Give them a Sales Burger.

Minimum 3 Fact, Bridge, Benefits.

### 4. The Desire Phase.

Remind them they have a problem, get agreement  
Remind them your product solves that problem  
Paint a word picture of them using and enjoying

### 5. The Close- See 4