

This is a 1959 Cadillac Fleetwood.



It looks different from the 1958 Fleetwood and
it's not the same as the 1960 model.

Why?

Because people had no reason to buy a car just because the
year changed. Something had to be better or at least different.
Otherwise why change?

So when you're talking to a prospect, it's imperative that they understand that
converting their account to you will not be the same old same old. It will be
different and better. In order for that to happen, you must determine exactly what
they currently have and then give them a compelling reason to make a change.

Find out through skillful questioning what their concerns are
and address them by presenting a shiny new model that
resonates with their needs and wants.

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