

## **The Critical 12 Seconds**

Describe your current "pre-shot" routine when you know a customer is walking into your sales office:
Next, brainstorm on a few <u>new</u> actions you can take during the <u>five seconds leading up to a customer's entrance</u> into your office. Be sure to answer the question, "How can I make a decision to be completely positive (even if the customer isn't)?"

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