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Customers buy to meet some kind of need. If you can discover those needs, you make buying easy, and both you and the customer feel satisfied. This Counselor sales approach, used by hundreds of thousands of successful salespeople for decades, starts with Relating - building a foundation of trust. Only then can problem-solving Discovery reveal the customer's needs. Advocating closes the sale, with the customer's input and commitment. Support both ensures that critical follow-through is done, and sets the stage for the next sale.

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