

## Chris Lytle's Tip of the Week for August 28th, 2008



JUST IN TIME.  
JUST ENOUGH.



### Chris Lytle's Tip of the Week

#### The "Value Age"

"Forget the *Information Age* or the *Internet Age*, we live in the *Value Age* where the difference between organizations and individuals that thrive and those that fail will be the ability to provide value in every customer interaction. . . .

"Simply put, companies that provide value are true business partners rather than vendors. This is especially true in business to business. Providing value begins with the first interaction in the sales cold calling process and continues through the life of a customer relationship."

Sam Richter's book, *Take the Cold Out of Cold Calling*, gives you a step-by-step approach to adding value at every step of the sales process.

Sam generously sent me a copy of his newly released book and the best tip I can give you is buy a copy for yourself.

Many of you will. To entice even more of you to invest the \$34.95 (It's \$10 less on Amazon when it's in stock) I will share a quick excerpt by Sam on customer service:

"Imagine after you sign your contract and pay your first invoice that the care shown to you in the sales process actually increased. Imagine how you would feel about your existing vendors if they consistently practiced one or more of these activities:

- Every time you or your company is mentioned in the business press, they send you an e-mail mentioning the article and congratulating you.
- About once a month you receive a letter highlighting something that your competitor is doing, or a study relating to recent trends in your industry, or some information about a potential new piece of business for you.
- When you get together, your vendor asks pointed questions about your business, your company goals and your personal objectives. Then the next morning, you receive a piece of information or article relevant to what you discussed.
- When a vendor shows you a new service or product opportunities, each presentation is customized to show how the new product or services will help you achieve your goals and help you grow in your ever changing

### Tip Alert!

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In the next few weeks you'll receive an email invitation to Opt-In to our mailing list. We're making this improvement to help you avoid unwanted spam and to be in compliance with the Federal CAN-SPAM Act.

We appreciate your continued subscription to Chris Lytle's Tip of the Week and look forward to continuing to deliver quality sales advice to you!

-The Apex Team



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world.

- On your birthday you come to work and there's a hot cup of coffee and a slice of Key lime pie waiting on your desk (okay . . . I admit this has little to do with providing informational value, but I thought I'd mention it in case any of my vendors or colleagues choose to read this book)

“. . . So now , I'll ask the gold Rule question: if that's how you want to be treated by the people and organizations you buy from, when was the last time you provided the same value to your clients—value above and beyond what you clients expected when they originally hired you?"

Sam Richter has written a manifesto for salespeople who want to connect with rather than simply contact prospects and customers. Sam tells you how to access incredible amounts of information. Then, (and this is the brilliant part) he guides you through a process for converting this information into a powerful sales approach.

Best regards and better selling,

Chris