



## *Make My Life Easier*

### **What the 21st Century Customer Really Wants**

## **Warren Greshes**

***Bringing America's  
Best Speakers  
Right to Your  
Conference Room***

With the ability to buy almost anything you want from a toll free number or the Internet, the day of the mediocre salesperson is gone forever. Salespeople can no longer win a customer's business by playing a round of golf with them or buying them lunch. The 21st century customer is more demanding than ever and will only deal with people who are ready, willing and able to add extra value to everything they sell. Get ready for a super high-energy program featuring one of America's most powerful speakers, Warren Greshes. As a past guest of The Yes! Network, Warren is guaranteed to bring you strong ideas to differentiate yourself from the competition and succeed in this highly competitive global economy.

- HOW TO MAKE YOURSELF INDISPENSABLE TO CUSTOMERS
- HOW TECHNOLOGY WILL CHANGE THE WAY WE DO BUSINESS
- LEARN WHAT THE CUSTOMER REALLY WANTS & HOW TO GIVE IT
- DISCOVER THE BEST WAYS TO ELIMINATE PRICE OBJECTIONS
- HOW TO DIFFERENTIATE YOURSELF FROM THE COMPETITION
- AND MUCH MORE ...

# Make My Life Easier

## What The 21st Century Customer Really Wants

- **THE MIDDLE IS DEAD, YOU HAVE TO BE THE CHEAPEST OR THE BEST**

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- **THREE REASONS YOU DON'T WANT TO BE THE "CHEAPEST."**

1. Price is the single, easiest thing for the competition to duplicate.

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2. Price is not the first thing most customers want.

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3. Selling price does not make you indispensable to a customer, it only makes you highly replaceable.

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"As a customer, I can buy almost anything I want from the Internet and I never have to speak to any of you. So what are you doing to create so much extra value that people don't want to buy anywhere else?"

-Warren Greshes

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Learn more about hosting Warren Greshes at your company function or convention.

For details, call Michael Jeffreys at 1-800-454-5937 ext 503

• **WHAT THE 21ST CENTURY CUSTOMER WANTS**

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- Extraordinary quality, service, convenience and value.

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- Time; Make my life easier.

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- Knowledge, expertise, information and education.

• **UNDERSTAND HOW THE DEMOGRAPHIC CHANGES IN AMERICAN SOCIETY OVER THE LAST 30 YEARS HAVE CHANGED; WHO THE CUSTOMER IS; WHAT THE CUSTOMER BUYS; HOW THE CUSTOMER BUYS AND WHY CUSTOMERS BUY.**

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- Your customers do not want to be experts on what it is that you do. That's what they have you for.

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- The internet is doing to salespeople what automation did to the factory floor.