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February 13th 2014: The Power of Incentives To Close Sales and Gain Customer Loyalty

There are two areas that are critical to the success of sales professionals and businesses alike; gaining customers and keeping them. Incentives are an exceptional tool to accomplish both. They can help you win the sale by providing value to the customer while protecting your price. Incentives can also be a great way to develop customer loyalty. Tune into today's show with my guest "H" John Mejia. H will share nine tips and strategies to help you get more people to take notice of your offer and thus close more opportunities and enhance customer relations.

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Featured Guest



H. John Mejia

For two decades, "H" John Mejia has served as an advisor to hundreds of companies around the US and Canada. A recognized authority on the psychology of sales, marketing, and peak performance, "H" has advised and worked with many Fortune 1000 companies, small and mid size business owners, pro-athletes, and celebrities.

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