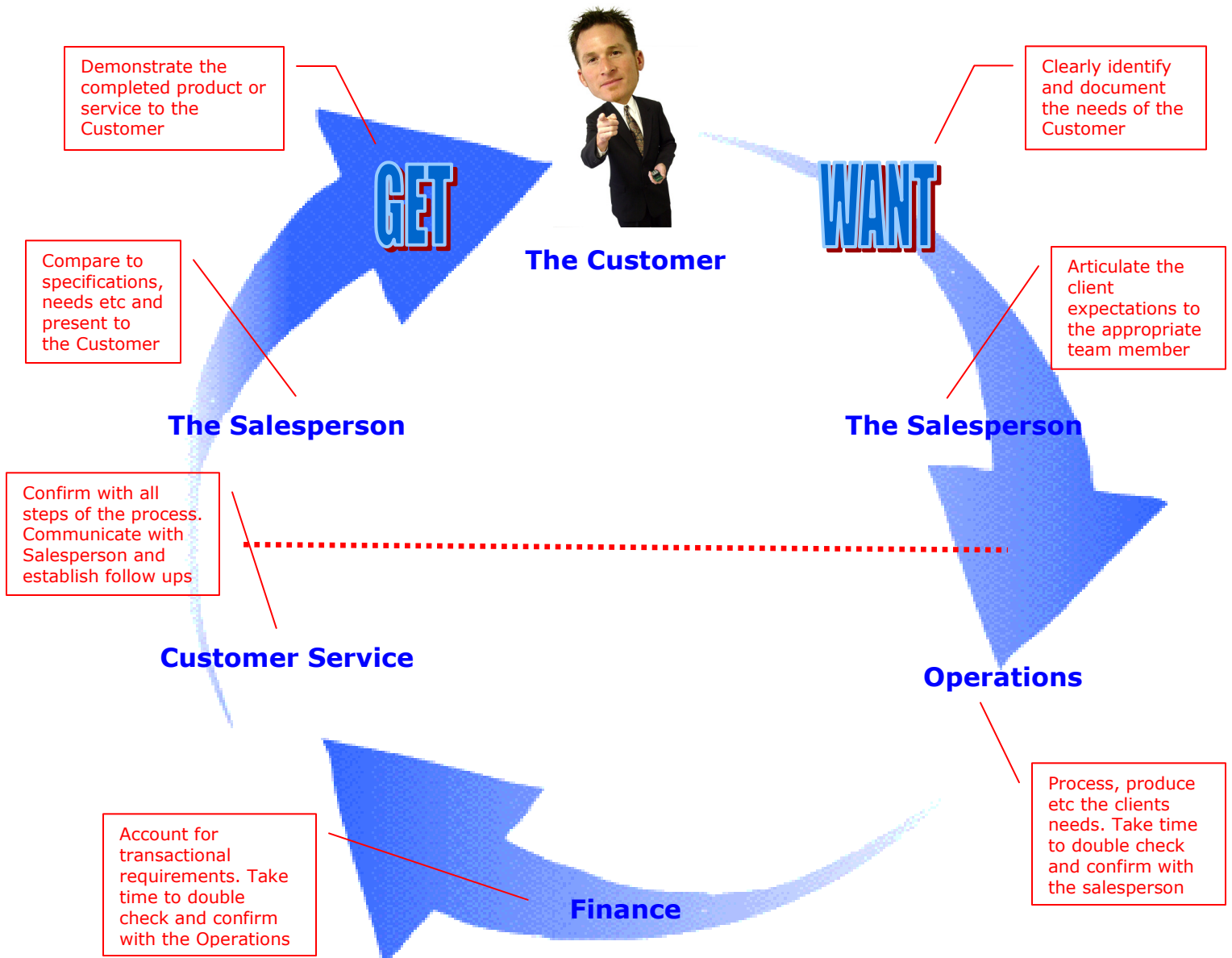


# CUSTOMER SALES CYCLE



## CYCLE FACTS

1. **The customer doesn't really care about what happens below the line.**
2. **What the customer cares about is did they GET what they WANTED!**
3. **The "Internal customer" concept is a well talked about, but poorly executed. Every person along the cycle takes on the roll of the customer to the next person in the cycle.**
4. **Don't look at the fellow employee representing the customer as your colleague, this way you remove any personality clashes from the interaction. Always remember...they are the CUSTOMER!**