



## **Making the Most of the Opportunity**

- ▮ **Research Your Customer Beforehand**
- ▮ **Dress Appropriately**
- ▮ **Invest in a Good Business Card**
- ▮ **Present a one page resume' of products/services offered**
- ▮ **Leave or Mail a Catalog / CD-ROM**
- ▮ **Refrain from offering brochures, flyers, etc. unless buyer requests specific info**
- ▮ **Follow up with letters, calls or additional visits**