It’s good to beat personal referrals when it comes to conjuring up new business, says Sandra O’Connell.

**The problem with sales training of the past was that too much was about tactics and techniques**

When a customer’s car broke down at the airport, the mechanic told them it was time to upgrade their car. The customer, who already had a car, said, “But I don’t have the time to go out and make a sale pitch.”

The mechanic replied, “The real value is in the relationship you have with your customer. It’s not about pitching a product, it’s about building a relationship.”

This conversation highlights the importance of building relationships with customers, not just focusing on making sales pitches. As the customer realized, even if they don’t have the time to make a sale pitch, the relationship they have with their mechanic is invaluable.

Similarly, in business, it’s important to focus on building relationships with clients, not just on making sales pitches. Customers are more likely to do business with someone they already know and trust, rather than someone they have never met before.

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**SALES TRAINING WAS ABOUT TACTICS OF THE PAST**

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