

Markets

This chapter outlines the various types of clients that use the Cash Recovery System. As a representative, it is wise to familiarize yourself with the different types of businesses described in this chapter so that when you come upon them in the field, you'll know what to say and how to present the service for the maximum benefit to the client.

If you've taken the time to learn about the prospect's business, he will be impressed with your knowledge – and that will never hurt your closing ratio!

These pages can also be used as leave behinds or mailers to the specific types of businesses. Just print out the particular page and insert it into the four-page brochure for a very impressive leave-behind, or mail with the hitting-the-streets brochure for an effective lead generator.

If you find a business that is not listed here, please let us know. Your knowledge can always help your fellow representatives sell more deals and earn more commissions! And if you ever hear one of your colleagues say that he can't find anyone who needs the service, tell him to:

READ CHAPTER EIGHT!