Executive Message
The Power of Planning

The old dictum "If you fail to plan, you plan to fail" is particularly applicable to sales people in all walks of life. If you call on a customer without having a plan in place that outlines your approach, knowledge about the customer, what are his or her buying imperatives, and how you bring value to the customer, you are setting yourself for failure.

Good planning never goes out of style - rather it is an essential tool...

Knowledge and a plan gives you the power to outsell your competition and show the customer that you deserve their business. Before you call on a customer, invest a few minutes of your busy schedule in developing a "pre-call plan" It need not be very elaborate but a game plan which defines...

> ...the purpose of the meeting
> ...what you want to get out of the meeting
> ...what your customer should get out of the meeting
> ...the support materials you need - brochures, product specification
> ...the follow-up plan

Good planning never goes out of style - rather it is an essential tool that a sales person can use over and over again not only to win new business, but also to keep your current customers in your camp for life. Happy selling.

FatPipe

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FatPipe Networks™ is the inventor and patent holder of router clustering technology for the deployment of mission critical Internet/WAN access. FatPipe products provide high speed, highly redundant and reliable connections, and additional security of data transmission, and are compatible with any ISP, application, hardware, and technology.

INSIDE THE I.Q.

Techno-Timeline
The 1980's

1985

Lantech made first Novell reseller in Indiana • Nintendo home entertainment system introduced • Lantech named Cisco Premier Certified Partner • Whole Earth 'Lectronic Link (WELL), operated by Stewart Brand on his houseboat, is open for calls • Titanic wreckage found and filmed by robotic camera • Symbolics.com is assigned the first registered domain • Rock Hudson is the first major public figure to die from Aids • 100 years to the day of the last spike being driven on the cross-Canada railroad, the last Canadian university is connected to NetNorth in a one year effort to have coast-to-coast connectivity • An extra second is added to the calendar year.