

Once you've answered these questions, it's time to build your presentation and trainings in a way that succinctly and uniquely conveys your message and a call to action. Great, successful sales effort must first be based on a sound strategy that is: Driven by a defined purpose:

- * Driven by a defined purpose
- * Communicated to the correct target audience
- * Identifies key benefits
- * Leaves the customer with a call to action

But it's still up to each one of us to establish the kind of long-term, mutually beneficial relationships with our clients that are going to make us all successful. If you want a job where you punch a timecard, Sales is not for you. It's about moving beyond a signed contract to show customers how to implement CoStar into their business, into their daily activities.

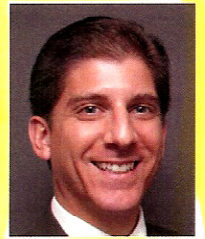
Vince Lombardo, one of our AE's in Cleveland, is someone who shows up and shows his client how to implement CoStar. His trainings and personal attention to detail is paying off in satisfied clients, such as retail broker NAI Cummins:

and effectively trained, they will revert back to the way they worked before because it is comfortable for them. Allowing that to happen will result in a failed sale, even if the client was excited about the product to begin with. Over time their attitude will change—"I'm not using this product. It doesn't work. It's not that good. I don't really need it."

We've all seen the result of this approach—37% of new clients cancel at the end of the first year. This high attrition rate, I believe, is simply the result of our failure to help clients adopt our system by teaching them to maximize the value of the product in their day-to-day business

We have the product line, the support and the resources to drive our sales success through the roof. Everyone has a role to play, when each of us shows up,

"Vince: Thanks so much for the one on one training and guiding me through the amazing CoStar product. I am looking forward to utilizing CoStar to my full selling advantage. The demographics, traffic counts and ability to identify designated businesses in a geographic area are exactly the kind of tools I need to deliver great results to my retail clients."



That is the approach that has brought Ryan Hill success as a CoStar AE in Atlanta. Here's what a new client wrote:



"Ryan did an excellent job in demonstrating why we need your services, which service would work best for us and has made sure we have been happy with our decision. As you know, things are challenging in the economy, so we are being extra careful on how we spend our money. Ryan provided the assurance we needed that money spent on CoStar is money well spent. He handled all our negotiations with professionalism, diligence and integrity."

As you know, things are challenging in the economy, so we are being extra careful on how we spend our money. Ryan provided the assurance we needed that money spent on CoStar is money well spent. He handled all our negotiations with professionalism, diligence and integrity."

Sell the Value, Show the Value

It goes without saying that simply hitting your required number of face-to-face interactions is not going to bring you sales success. The goal of our sales metrics is to produce certain desirable results: high product usage and high client retention.

Showing up is 90% of success, showing up fully prepared is the other 10%

Ensuring your client is fully trained and comfortable using our service AFTER the sale is the difference between a successful sale and a failed sale. If a new customer has not been thoroughly

it works like clockwork. Case in point, here's a note sent by a single practitioner in San Diego:

(continued on page 6)

We need to do more than Show Up. We need to Drive Client Adoption.

SALES COURIER SALES COURIER SALES COURIER SALES COURIER SALES COURIER