**Personal Connection in Sales Action Guide**

What do great salespeople seem to have a “knack” for?

Do you believe that you connect with your customers on a consistent basis?

What does Kenny say are the Four Keys to Personal Connection?

What are the benefits of connecting with your customers?

What are some questions that you can ask your customer right away in order to offer the best possible options later?

What are a few things about yourself that you can share with your customers to enhance the connection process?

What can you observe about your client’s environment so that you can better connect with them?

Why is it crucial to listen carefully to what your customers are saying?

Why do you need to learn to “open the call” effectively?

**We need to pay attention to our customers and be observant in order to maximize *their experience* and *our opportunities.***