



BMG NZ - Sales & Marketing Tip 3

Do you educate your customers while you work with them?

You know your full range of products or services. Your customers don't. If you educate them, they buy more. It's that simple.

How many times have you sent an invoice to a customer and missed the opportunity to educate them?

Next time you send your invoices, try telling your customers about the benefits of a product or service that you want to educate customers about and sell more of.

This tip was brought to you by BMG NZ.