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BUSINESS



## The Bob Pritchard RADIO SHOW

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#### February 26th 2013: What Are The Seven Critical Characteristics Of A Salesperson

While there are a number of contributing factors, the reality is that 97.4% of all businesses fail because they don't earn enough revenue to meet their costs and make a profit substantial enough to sustain and grow the company. Therefore, your sales people need to be exceptional, because to a large degree your future depends on it. We discuss the characteristics that make a salesperson great. We also discuss some examples of atrocious customer service, how to do a SWOT analysis of your business, 3-D recognition technology and how to be profitable in small retail.

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### Featured Guest



#### Eric Sinoway

As 2013 begins, Americans face a job market with no clear path to career success. College students can't find entry-level positions, and so accept internships, temporary work, and freelance "gigs". Mid-career employees work overtime, are stuck in place, laid-off or restructured, and no longer count on careers at one company. Entrepreneurs find it challenging to raise capital to start businesses, struggle with new regulations, and must sacrifice their home lives in order to achieve their dreams. For all these job-and-career seekers, a new book offers savvy guidance and inspiring optimism. Written by entrepreneur Eric Sinoway, Howard's Gift: Uncommon Wisdom to Inspire Your Life's Work d

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