

## Stop Selling and Start Helping: Three Tips from BDU

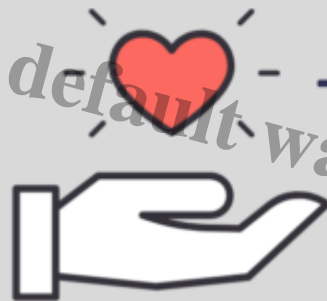
### Description

**Want to finally stop â??sellingâ?• and start â??helpingâ?• your prospects and clients?** Try these three tips from BDU to change how you position yourself and your product or service.

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# STOP SELLING AND START HELPING



Take the emphasis  
off of "SELL" and  
focus on "HELP"

Reposition yourself as a trusted  
consultant and advisor

Change how prospects  
view you and how you  
view yourself



Gather facts  
beforehand and  
uncover your prospect's  
needs to best figure out  
how you can help.

WANT MORE TIPS? VISIT THE BDU BLOG AT  
[WWW.BUSINESSDEVELOPMENTU.COM](http://WWW.BUSINESSDEVELOPMENTU.COM)

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