BELIEF

LESSON EXERCISE

What is about your product or your company that you truly believe in?

1.			
2.		 	
3.			
4.	 		
5.			
- <u></u>	 	 	
6.			

Ask yourself: "Why do you believe in what you have said? If you were in the market for what you were offering would you buy it? If you wouldn't, why wouldn't you? If you would why would you?