

## **Handling Sales Objections**



OEMs of fiber optics products; Trade products from other OEMs; Projects from corporates

Customer base: Distributors, B2C, ISP, System Integrators and Resellers; System integrators and Resellers > 50% of the customer base;

Industry Certifications: CE | IP | ROHS | GEM Certified

Know your company

Success stories & Testimonials

Pricing of different products; bundled options

Competition

Key customers and the projects you have done for them





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Urgency



Logistics



Brand



What you should know and do...

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