

The importance of *LIKING*

- ◆ Have you ever *not* bought something because you didn't like the sales person?
- ◆ Have you ever bought something, with the balance of your final decision just tipped because you liked the person?
- ◆ If they dislike you, then you've got no chance.
- ◆ Liking you won't make them buy, but it does make them keener to buy:

