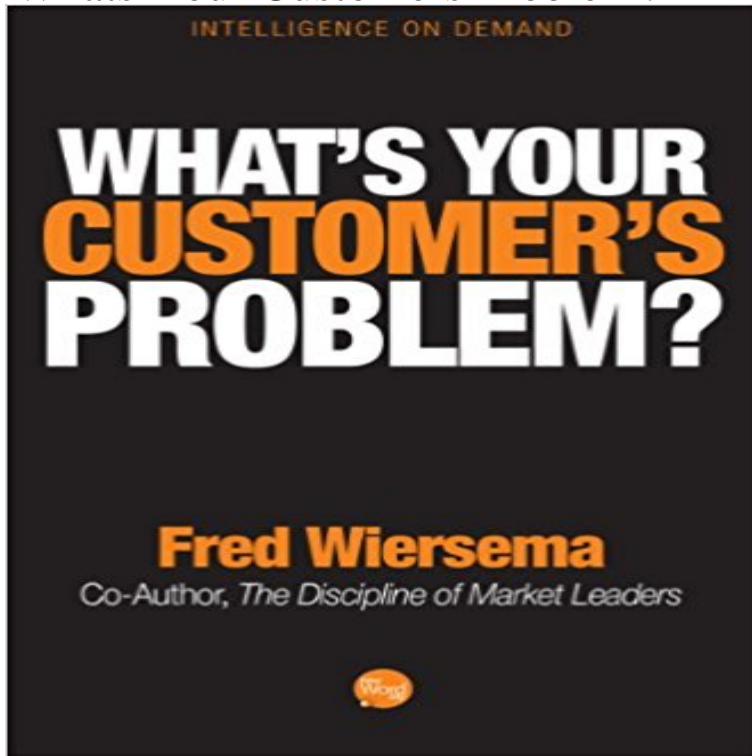


## Whats Your Customers Problem?



Just as a doctor might not accept a patients self-diagnosis, sellers have to dig deep before they take a customers word for what they need and why they need it. New York Times bestselling author Fred Wiersema explains how in this brief eBook.

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