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DELIVER WHAT YOU PROMISE: **VALUE**

The value promise is a process that identifies why you are in business, and why your ideal clients remain loyal to your business and continue to conduct business with you. Today clients want a Value Promise - not a Proposition.

New York Times best-selling author Daniel Pink says it best: "We are all in sales now." Whether you have it in your job title or not, we all convince and persuade on a daily basis."

[Click Here](#) to watch the video **How To Create a Value Promise.**

**We are happy to help or answer your questions.
Contact Jeff, Eleanor, of Frank for more information.**

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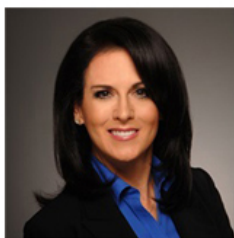
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