

Happy-Hour
with **Mike Marchev**
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1. How Speed Makes All The Difference In a Competitive Industry (Personal Positioning)

1. Speed Wins
2. List all the areas where you think you can get just a little bit faster...

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2. How Appreciation Marketing Has Come Full Circle (Knowing Where The Butter Goes)

Note Card Friday
People are "fragile"
Talk is cheap!
Can you say "thank-you?"

3. The True Definition & Application of Persistence (When To Stop Calling ... If Ever.)

- The Rule of 7
- 50% quit too soon
- Off the email radar screen

NOTES: