Solution

# 1. Be an Expert in Your Industry

*Below is an example answer. Your solution may differ from the one provided – that’s okay! The goal is to think about how to put these sales tips into practice.*

c. To establish yourself as an expert in your field, you can start a blog on how copiers are used in today’s market and shoot a YouTube video series on how to choose a copier that’s right for you and your business.

The people who are buying your products or services and taking your advice need to look at you as an expert. You can stay up to date on your industry by researching your industry’s past and future trends as well as staying abreast of current news through trade magazines, industry associations and networking.

One of the best ways to establish yourself as an expert is to teach others by sharing your experience and insight about your industry, products or services. By starting a blog and YouTube video series, people will look to you for advice and tips, and come to trust you as a reputable source of information. By promoting your content on social media like Facebook, Twitter and LinkedIn, you can attract new clients and become more well known as an expert in your industry.