Exercise

# 1. Be an Expert in Your Industry

 If you are a copier sales person and you want to establish yourself as an expert in your field, what could you do to become known in your industry?

Choose the correct option below and expand your answer with some relevant points.

a. Start a blog on how copiers are used in today’s market

b. Shoot a YouTube video series on how to choose a copier that’s right for you and your business

c. Both A & B