

Active Listening

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Customization

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Expertise and Knowledge

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"If you can't explain it simply enough, you do not know it well enough."  
– Albert Einstein

My commitment

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"Get closer than ever to your customers. So close, in fact, that you tell them what they need well before they realize it themselves."  
– Steve Jobs, Founder of Apple

# PERSONALIZATION & CUSTOMIZATION

A Feeling of Being Known

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"Connecting is one of the most important business and life skills you ever learn. Why? Because, flat out, people do business with people they know and like."  
– Keith Ferrazzi, Author

Names

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"The fundamental act of calling other people by their name puts you solidly on course to establishing a sincere relationship with that person."  
– Dale Carnegie

Great Conversation Topics

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Conversation Pot Holes

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"Conversations about the weather are the last refuge of the unimaginative."  
– Oscar Wilde, Author

