

# Cadet® 95 Electric Riding Mowers



*See how this superb mower  
stacks up against other major electrics.*

# SELLING EFFECTIVELY

Know your product-Know your customer-Know \$uccess



Today's Dealer Salesman, because he wishes to win out over his competition, must be keenly responsive to his customers needs and wants.

- Sales Know-How is vital to your success!
- Sales Know-How will increase your personal effectiveness.
- Sales Know-How will contribute to the continued success of your dealership.
- Sales Know-How provides inner satisfaction because you know you have helped your customers satisfy their buying needs and wants.
- Sales Know-How enhances financial rewards.

## **Failure is very costly**

- To the customer you serve
- To your dealership
- To the person who fails

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Note: Specifications and comparisons shown are subject at any time to design and manufacturing changes.

