

**Today's product**  
**(Meets and exceeds expectations)**

- \* Better quality
- \* Larger selection
- \* New-product improvements

**Today's salesperson**  
**(Acts as a partner)**

- \* More courteous and trustworthy
- \* More knowledgeable
- \* More understanding of customers
- \* Provides service after the sale

**Today's company**  
**(Acts as a team to provide)**

- \* Delivery and installation
- \* Orientation and training
- \* Quick response times
- \* Credit options
- \* Customer service