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## Manta's Sales Expert Has the Help You Need

**Q: [What's a good way to market to small business owners?](#)**

-- *Karin Elizabeth*

A: Many sales people are looking for the best way or a good way to do something. As you know from your sales efforts, different clients respond favorably to different stimuli. So it's always best to have an arsenal of tactics at your disposal. Where one method will work best with some small businesses and clients, another method will work better with a variety of others.

Here are several ways to get the word out to your prospective markets... [See the full answer](#)

[Attitude Is Everything In Selling](#) (video)  
[6 Phone Prospecting Phrases That Could Be Costing You a Fortune](#)

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**Q: [How do I overcome the geographic location objection?](#)**

-- *J. M.*

A: Treat this objection as you would treat any other objection. Your first step is to make sure that you and your client are discussing the same thing.

When your client says that you aren't local (or something to that effect), stop and ask yourself, "What do they mean when they say that?"... [See the full answer](#)

[Sales Objection Handling: Top Tips](#) (video)  
[The Best Time to Deal With an Objection Is...](#)

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### Resources

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#### [Ask the Right Questions to Get the Sale](#)

The key to asking the right questions is to keep them open-ended, says sales expert Andrea Sittig-Rolf.

[See her tips now.](#)

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**Q: It seems everyone ignores the phone and it goes to voicemail. What message can you leave to get them to return your call?**

*--Robert Courtwright*

A: Look at things from the decision-maker's point of view. If I am a decision-maker, then during my typical day, I have just over 245 things on my to-do list. I have 6 people pulling me in 7 different directions at any given time during the day. And then the phone rings.

Unless I'm the director of customer support and I'm expecting a call from an important customer, my inclination is to let voicemail take the message. Then, I'll turn the message into a task and put it on my to-do list... [See the full answer](#)

[Expert Tips for Better Voice Mail](#) (video)  
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