



# What Are Sales Tools?

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**Good sales tools  
make good marketing!!**

What do SALES TOOLS do?

SALES TOOLS GIVE YOUR CUSTOMERS INFORMATION ABOUT YOUR PRODUCT OR SERVICE

They especially let the customer know:

1. That your product or service exists.
2. Why he/she should choose your product or service instead of someone else's.
3. Where he/she can get the product or service.
4. How much the product or service will cost. (If your sales tool cannot say exactly what the cost will be, it should at least tell the customer where to get the information.)

**NOTE:** Sales tools should give this information in a way that will make customers want to buy from you.