

Dear Students,

Please watch the video below and respond to my questions.

1. Summarize what you get from this video with 50 words or more.

https://www.youtube.com/watch?v=UfQS91N7gn0&feature=emb_logo

https://www.youtube.com/watch?v=zie_xSa2oRc&feature=emb_logo

2. From Chapter 6 - "Planning and Presentation" and from your own experience, please share with us how you start the conversations with customers and lead to cross-selling.

Best,

Prof. Dr. Pham