

## The Lancer 20 is the only 20-foot boat in the industry with a standard V-6 configurat



### Info vendeur

Nom: Pop Yachts  
Company: POP YACHTS  
Name:  
First Name: Pop Yachts  
About Us: POP YACHTS SALES  
Experienced Sales + Customer Service  
The key...great customer service. We love the marine industry and one of our core missions is to help raise the customer service bar in this industry.

However, the internet has completely transformed the way we do business. While traditional sales principles still very much apply (such as building a solid relationship with the customer, earning their trust, adding value, customer qualification, etc), how you get there is now very different. It used to be that a customer valued a solid handshake and an honest smile. In a traditional face to face environment, skilled salespeople could qualify a customer based on body language, personality type, etc. In today's internet age, many buyer

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