ICNY 18 Marketing: Don’t be a ‘basic’ salesperson

"Sales is boring -- or as we like to say ... sales is basic," said Team Diva's Chavi Hohm onstage at Inman Connect New York. Listen in as Hohm and fellow Diva Kim Colaprete tell the Inman audience how to stay away from "basic" sales tactics, how to avoid becoming a producer of "digital noise" and how to connect deeper with your sphere by stepping out of the real estate safe zone. Watch more sessions from ICNY 18 here. Email Inman Save My Seat for ICSF Now...

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