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CHAPTER 1: Being

The old saying “who you are speaks so loudly I can’t hear what you say” can be viewed as the basis for this chapter. The biggest complaint about salespeople today is that everything we say is “hyped.” Whom can you trust? Can you be trusted? The 4 elements in this chapter are:

1. Character
2. Strengths
3. Adaptability
4. Integration – Whole Person

These 4 elements are the foundation of being a person of integrity and honor. Building a successful career needs to be based on those values which are satisfying to ourselves and to our clients.

1. CHARACTER

On a score of 1 through 5, grade yourself:

| | 1 | 2 | 3 | 4 | 5 |
|-------|------------------------------|--------|-----------|---------|--------|
| SCORE | NEVER | RARELY | SOMETIMES | USUALLY | ALWAYS |
| _____ | 1. I make win-win decisions. | | | | |
| _____ | 2. I am courageous. | | | | |
| _____ | 3. I am disciplined. | | | | |
| _____ | 4. I am empathetic. | | | | |

Win-Win Decisions

This means that the results of the transaction are good for you *and* your client.

Questions:

- Do you agree with this principle – why or why not?
- Can you recall any transaction that was not win-win?
- Why did it happen?
- What part did you play?
- Are there steps you need to take to prevent non-win-win transactions from happening again?
- Is it realistic to expect that all transactions be win-win? Please explain.