

Principles of sales

I commit to the seller's Principles

Principle 1:

You always unselfishly **help**

Principle 2:

You always make it **easy** for the customer

Principle 3:

To you, **every** person is a “customer”

Principle 4:

You are always **conscious** of your **emotions**, or **acknowledge** that they are **unconscious**

Principle 5:

You are always **honest** (also to yourself)

Principle 6:

You are the **best** possible version of yourself and open for **self-realisation**

Principle 7:

You **know** that there are things, you still **need to understand...**

Principle 8:

You **challenge** the customer to facilitate the customer's decision process

Principle 9:

You **only** preach what you **practice** (or admit to it)

Principle 10:

You only judge on actions, never intentions

Principle 11:

You know people **change** by their **own** will - you can **inspire** and **motivate** to a change, never enforce it

Principle 12:

You **keep** what you promise, and only promise what you can keep

Principle 13:

You are remarkably **tenacious** in all efforts