

The Link's Top 10 Marketing Tips, submitted by Sue Wilde

1. Integrity is your promise to the customer.
2. The centerpiece in your business code of conduct is integrity-always to operate in the customer's best interest.
3. You have an obligation to the truth. Truth cannot be sacrificed for the benefit of the business.
4. We often have to make pivotal choices that reflect our sense of honesty. If we deceive and lie we are guilty of malpractice.
5. Dishonesty is evidence that we have lost our way and dishonest actions will reflect on our credibility and the credibility of our organization.
6. In selling, the truth is not optional, it is mandatory.
7. Lack of integrity is more than a flaw of character or broken pledge, it is more like a black hole that is impossible to refill.
8. You have a personal responsibility to ensure that your actions match your words.
9. It is your soul that oversees the debate going on inside you. Listen to your soul, make the right choice.
10. Remember, your character is shaped by the choices you make. Victimitizing or cheating others is damaging to all concerned.

These guidelines for a successful sales plan are found in The Mentor, Carew International. In today's lama market our credibility is more important than it has ever been. We are in a rebuilding phase of our industry and our foundation must be rock solid to remain standing and not crumble with the winds of change and challenge. Put aside personal agendas for the benefit of the industry as a whole. If everyone is doing well and you and I are one of the "everyones" we will be doing well too!