

## *The Seller's Creed*

**I will not make sales.  
I will make Customers.**

**I will target the heart of my Customer.  
Never their wallet.**

**My Customer is the lifeblood of my business.**

**Though I may sell my Customers what they want,  
I will deliver what they need and make their lives better.**

**Courtesy and Service are cornerstones of my relationship with my  
Customer.**

**I will view complaints as opportunities . . .  
to create lifelong Customers.**

**The quality of my products and how I treat my Customers will  
determine the level of My Success.**

**My prosperity will come from 'growing' people.**

**My best advertisement is my product, and, the Customer service behind it.**

**Making money without making friends is not good business.**

**I will guide my business with the perfect blend of heart and mind.**

**I will make Integrity my trademark.  
After all, isn't integrity all I have and all I will be remembered for?**

**I will compete only against myself as the only true measurement is against myself.**

**It is fine to fail.  
In fact, it is most often a requirement of success.**

**My reputation is everything – my ego, nothing.**

**Every pittance I earn unjustly is a debt of fortune I must repay.**

**No matter the fame or fortune that may follow me,  
My values, My family and My friends must remain at the very core of my being.**

**Better I be trusted and respected, than rich.**

**Better I be a dolphin swimming with sharks, than a shark.**

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