



Integrity & Intention



INTEGRITY & INTENTION

“A Winning Combination”

- Integrity has a lot to do with intent.
- If *something* has integrity it is whole or complete.
- If *someone* has integrity they do what they say they will do – it’s a matter of completeness.
- It’s a person’s intention, and the carrying out of that intention, which determines their personal character and forms their core values.

Exceeding intention is what sales people do when they exceed a client’s expectations.

Ask yourself, “What can I do over & above what I have to do, to make this relationship extraordinary?”

One of the things that people find inspirational is when someone tells them the truth and has a high level of integrity. It’s a precious and valuable commodity. To have integrity, is very simple. It’s a matter of keeping your agreements – with yourself and with others. (This isn’t always easy – think of the last new years resolution you made!) The more integrity you have the more trust you have. If you have trust, you develop good relationships. As we all know, “THE RELATIONSHIP IS MORE IMPORTANT THAN THE SALE”.

Developing good relationships is what TISI is all about. In the context of being in the sales profession, things will work for you if you have integrity and your intention is honourable. There are few things more comfortable than dealing with someone who you know will tell you the truth. **Being clear and certain about your intentions makes you a formidable force in the sales arena. This is about setting goals and moving forward powerfully and vigorously.**

When you make an agreement with another and that agreement is broken, you lose all the valuable trust you have built up over a period of time. **Your word is your bond – it’s all you have – it gives you credibility, authority and reliability. Keeping even little agreements like being on time, or calling someone when you said you would make a huge difference to how you’re perceived as a Sales Professional.** If you do these very small steps, **the quality of your life will change dramatically. The more you keep your agreements the easier your life becomes, and the more you are able to build quality relationships.**

Be clear on your agreements. Make sure you are understood and that you understand others. If you don’t understand, **ask for clarity.** **Sometimes sticking with your personal core values can be a challenge** when it appears others are doing everything they can to “de-rail” you. It’s easy to justify vindictive or vengeful actions when you’ve been hurt or lied to. **The real challenge is to gather your personal core values around you and maintain your integrity – with humility and grace – and continue to move forward with pride, dignity and self respect in your work.** In a sales context this can prove particularly challenging. We have an article in our library called [Integrity](#).

So, from today onwards, be clear on your intentions. Make agreements you can keep, and then keep them. Communicate at the earliest possible opportunity if you need to break or change an agreement.

So when you start this new month of opportunity, take a moment to think about all the kind deeds you have done and will continue to do because **in modern day selling, the relationship is more important than the sale.** *“What makes you amazing is what you gave away and not what you sold”.* As human beings we find ourselves caught up in the day to day systems and processes of living often forgetting that the **simple things around us are mostly free.**

This week, as you go about your life, **remember to fill up on the wonderful “free” things you've done for others, and that they've done for you.** You will run smoothly and for a long time with this type of fuel. Have a fantastic month.

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