



Continually Exceeding Expectations



The role of all sales people is to exceed the expectations of their clients by behaving and acting in ways that **demonstrate proactively how important people are.**

Some people have a natural ability to make others feel special and important whether by their words or their actions, others need to work on it every day, and today is as good a day as any to commence your journey on exceeding the expectations of everyone you meet. Today you **can call someone and thank them** for their business. You can **write a thank you note**, you can **tell someone you care**, you can give an **unexpected gift** and the most amazing thing is that you will receive in return **extraordinary satisfaction from your actions.**

Newton's Third Law Of Motion says that for **every action there is an equal and opposite reaction.** This

is certainly the case in terms of thoughts and feelings. The task of all professional sales people must be **to make a difference to everyone they meet**. The best way to do this is to **care for them unconditionally** and to be more concerned about what we can do for them and not what they can do for us.

John Kennedy said:

“Ask not what your country can do for you, ask what you can do for your country”

The International Sales Institute's members must be totally concerned with what they can do for their clients and not what their clients can do for them. So, from today onwards, make it your habit to exceed the expectations of everyone you meet in **making them feel special and important**. This will help you build and sustain relationships that will be the foundation of "[The 12 Immutable Laws of Relationship Based Selling](#)" and eventually **“The Rights of Advocacy”**.

We all build relationships with people we care about and it's impossible to care about someone you don't know. The job of a professional sales executive is to **be proactive at getting to know people**. In this way they will want to get to know you, especially if they feel that you care about them as individuals.

Today can be the day that you commence exceeding peoples expectations, as the normal way you do things. So **write a note of thanks**, pick up the phone and **say well done and congratulations**, tell someone in your office that you **appreciate the support they've been to you** and most of all **acknowledge the people around you for making your life special**. You can find out more about why this is critically important to your success by reading a motivational quote from our library entitled [From Many Years Experience](#).

The team at TISI wish to thank you for your support.

We just wanted you to know, once again, that you are special and important to us.

[Photo Credit](#)

We'd be delighted if you sent this amazing information on
to your friends & colleagues.

One person at a time? Use the "Forward" link in the social media links section below.

Multiple people? (Recommended) Use the email forward button.



Copyright © 2017 The International Sales Institute, All rights reserved.

You are receiving this email because you enthusiastically agreed to receive our amazing communications.

Our mailing address is:

The International Sales Institute

Registered Address:

Level 1, 250 Bay Street

Brighton, Victoria 3186

Australia

[Add us to your address book](#)

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#)

MailChimp.