

## Asking | Conviction

Your values form a central core around which you live your life. You have clear ethical guidelines and it is important to you to do the right thing. This strong sense of Conviction can be a powerful help to you when it comes to seeking commitments from others, including customers. Simply put, the more you believe that the solution or product you are offering is in the best interests of the customer, the more willing you become to ask them to move forward. In extreme cases, you literally will not take "no" for an answer.

Many customers will find a level of emotional security as a direct result of your sincere conviction and integrity. They know that you will always be true to your values. You can be particularly effective in articulating your company's mission or why your company's products or services are important. Of course you still must be able to show the background reasons for your recommendations and demonstrate a keen understanding of your customer's needs. You can be particularly effective in warning customers of the consequences they will face by selecting an inferior product.

**Collaboration Alert:** Adherence to your values can create trust-based relationships. But don't assume everyone shares all of your values. Sometimes tolerance of other viewpoints is necessary to be effective with a diverse client base and work group. It may be difficult for you to sell products that don't align with your belief system. Developing a high level of expertise in your product area will dramatically improve your results. If there are products you have to sell that you don't believe in, find out from enthusiastic customers why they like them. This will strengthen your own Conviction.

**“It is critically important to you that your actions and outcomes align with your values.”**



**The Science of Performance**