

How I Believe I Should Conduct Business With People

1. Have the heart of a servant more than the mind of a salesperson.
2. Do what I do because I care about helping others more than I care about making money. Help enough people get what they want, and I will achieve what I want to as a result. Others first.
3. When meeting people: start a conversation, not a sales pitch.
4. Be sincerely interested in someone's well-being, needs and goals.
5. Interact as an educator, a facilitator of information. Then help them use it to their benefit.
6. Don't adequately assist people. Do so exceptionally and with integrity at all times.
7. Rather than try to convince people of anything, I should simply effectively lead them to be compelled to buy my product or service because it makes sense to them to do so.
8. With conviction and confidence, knowledgeably present relevant information in its proper order while respectfully, professionally and personally bringing them to the point of deciding that my product or service is for them.
9. Maintain the connection, the relationship. Don't ignore them after they obtain their program.
10. Ask for referrals. If they are happy about me and my product or service, they'll be glad to give some and recommend me to others. Give referral rewards to show tangibly how much I appreciate them and their sharing with others that which I have such a passion for and believe in so much.
11. Read, study, learn, grow. Work on my personal development along with my business development so that I am of extraordinary value and set myself apart from the competition.
12. Repeat the above, with a positive attitude and a joyful passion that resonates out into the hearts and minds of those whose paths cross with mine.

Bless lives, be responsive, be prosperous

Steve Copeland

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Your Creative Financial Renewal Specialist

