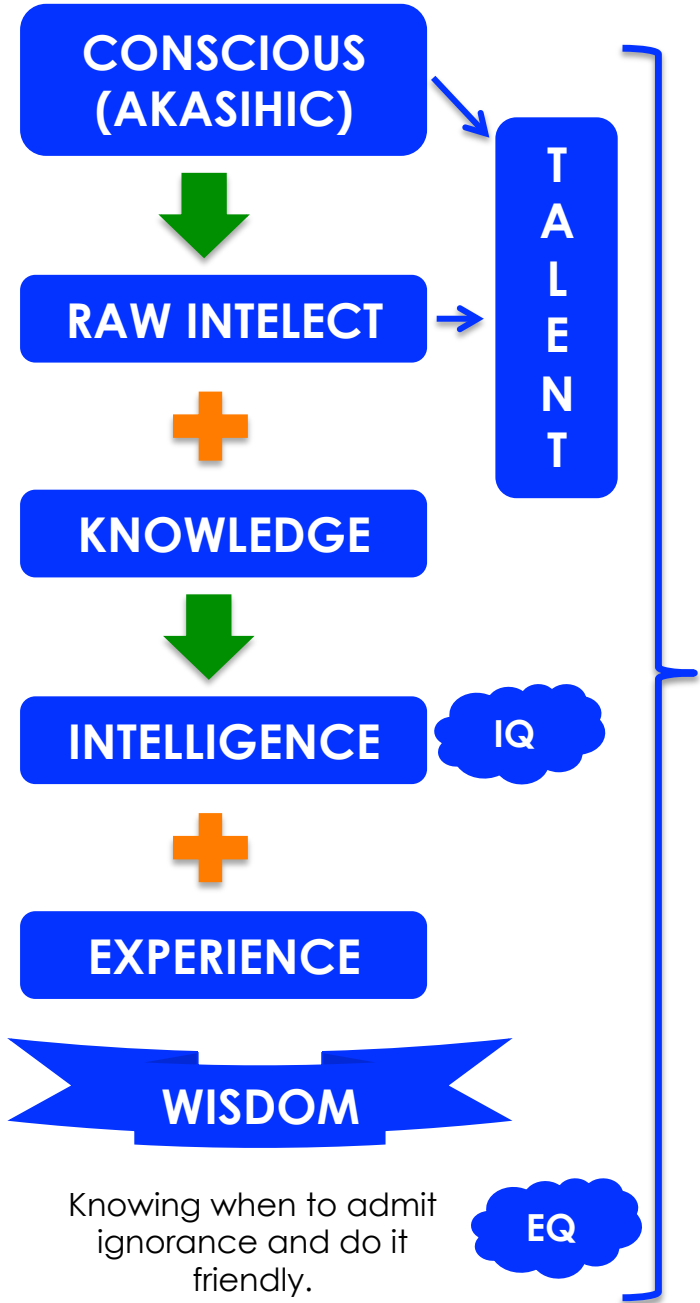


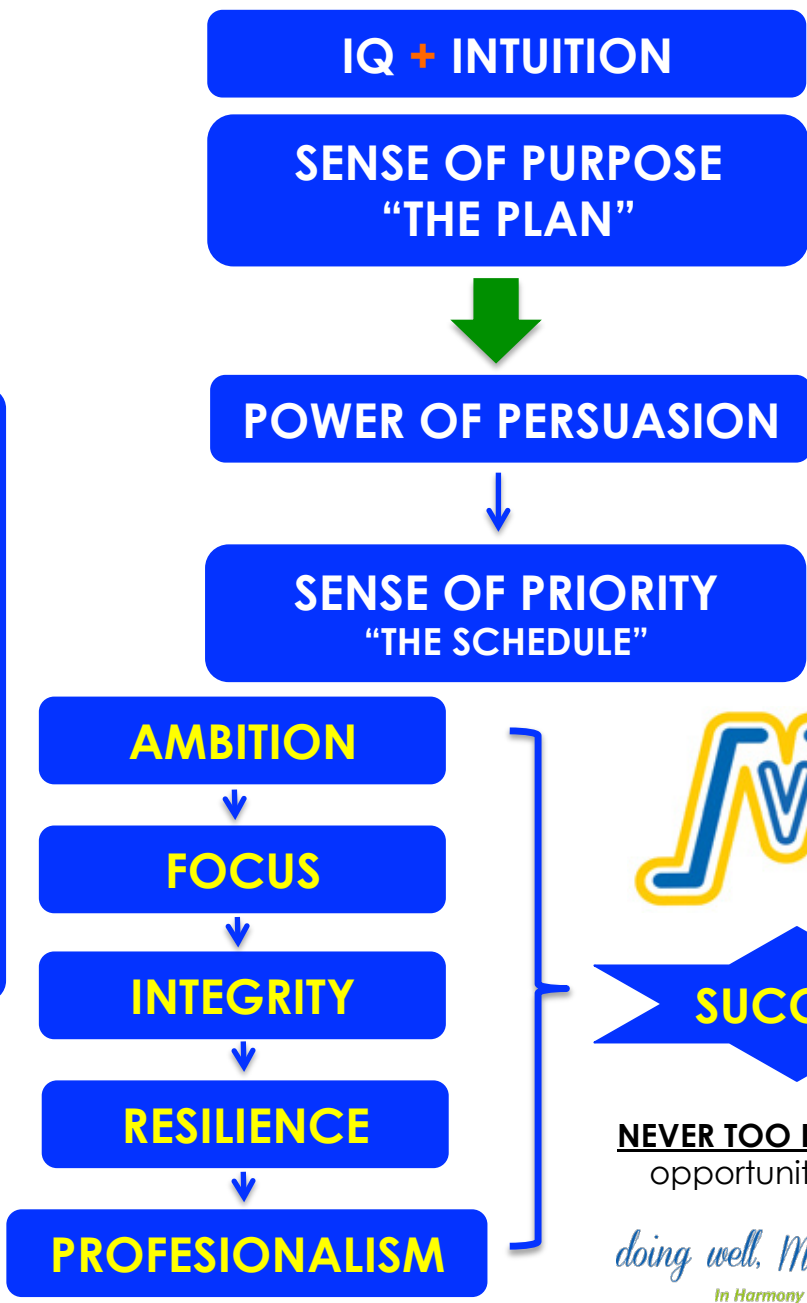


CHARACTERISTICS OF THE GREAT BUSINESS PEOPLE

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C R E A T I V I T Y



NEVER TOO LATE, If the opportunity arises!

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RAW INTELECT

- The capacity for **KNOWLEDGE**.
- The power of knowing as distinguished from the power to feel and to will.
- Keeping in mind that the intellect is different than **KNOWLEDGE** or **WISDOM**.

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KNOWLEDGE

- All what is **LEARNED**.
- Knowing the product you are selling and of your competition.
- If you wish to win the battle, you must know your enemy.
- The life is a continuing education and the Quality and Quantity of added knowledge, is the Outgrown of a natural curiosity.

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WISDOM

- ✓ Knowing when to **SHUT-UP!**
- ✓ Knowing when to admit ignorance and do it friendly.
- ✓ Understanding of what is right, true or lasting, common sense, good judgment.
- ✓ Some people have a natural wisdom, others never become wise.
- ✓ Unfortunately **IS NOT EASILY LEARNED.**

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CREATIVITY

- ✓ Developing personal relationships with customers.
- ✓ **“A FRIEND BUYS HIS FRIENDS”.**
- ✓ Finding unique ways to sell your products in order to benefit and solve customers problems.
- ✓ The creativity requires curiosity.

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SENSE OF PURPOSE

- ✓ The **mission** in our life, the **object** and **goals** of your existence.
- ✓ The principle distinctions made between **MEDIOCRITY** and **GREATNESS**.
- ✓ Have in mind that a SENSE OF PURPOSE is:
 - A higher sense of calling.
 - A passion for what you believe in.
 - Sense of conviction.
 - Confidence in yourself.
 - Independent and self-reliant.
 - Often **NON-CONFORMIST**.
 - Be a **RISK-TAKER**.

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INTUITION

- Believing in your **THINKING**.
- Knowing when to **SHUT-UP!** and when to **EXIT**.
- Being intuitive about the people, natural and psychologists.

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EMOTIONAL QUOTIENT (EQ)

- How well we can understand our emotions and the others.
- Being considerate and have love for people.
- Gracious and polite, good listeners.
- “It does not take a silver tongue to sell, it takes a golden ear.”**

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POWER OF PERSUASION

- Believe in yourself, be convinced of what you are doing, before you try to convince someone else in an atmosphere of free choice.
- Grows out of a sense of conviction, courage and tenacity.
- It is invariably accompanied by a sense of reason, right or wrong.
- Has probably done more to change the course of History.

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SENSE OF PRIORITY

- ✓ Having a: **SCHEDULE**, **PLAN**, **GOALS** and **OBJECTIVES**.
- ✓ Being self-disciplined, goal setters with a strong sense of time management.
- ✓ Believing strongly in preparedness and avoid random distractions.

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AMBITION

- ✓ Love your labor... If you don't truly love what you do, **CHANGE CAREERS AND DO IT NOW!**
- ✓ Loving what you do, you can work long and hard hours, with **JOY** and **ENTHUSIASM**, not out of duty or obligation, but from a sense of genuine desire.
- ✓ Being dedicated, internally motivated and tenacious.
- ✓ Understanding the principle of "**DELAYED GRATIFICATION**".

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FOCUS

- Knowing the value of the FOLLOW-UP, FOLLOW-UP and FOLLOW-UP.
- Don't be the Major of the minors, *be the Major of the Majors!*
- Do not make just a sales call, go out and get a PURCHASE ORDER...Ask for the order!
- A sense of focus is as natural as breathing.

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INTEGRITY

- Do not promise deliveries if you are not sure you can meet.
- Develop a reputation for **HONESTY** and **RELIABILITY**.
- INTEGRITY** is equally important as **QUALITY**.
- Honesty is not only a virtue, it assures your good reputation and motivate people do their best.

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RESILIENCE

- ✓ **TRY AND TRY AGAIN!**
- ✓ Accepting the rejections, but not the defeats.
- ✓ **CHANGING THE STRATEGIES**, but **NOT** the **GOALS**.
- ✓ If you can't go through an obstacle: **GO OVER**, **UNDER** or **AROUND IT**.
- ✓ When the door is closed, find a window or a coal chute to be in front of the customers, is the key to success. **GO AHEAD!**

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PROFESIONALISM

- The **COURTESY** of a phone call, whether if you are going to be late or must cancel.
- Notes of thanks and apology when appropriate.
- Remembering customers for special occasions.
- Respect a customer's office and business.
- Develop your own **TRADE MARK, LOGO, SLOGAN, QUALITY MANAGEMENT SYSTEM & QUALITY POLICY.**
- Make your own **BUSINESS CARDS, BROCHURES, CATALOG OF PRODUCTS, LINE CARDS,** and **WEBSITE.**
- Make agreements with your suppliers.
- Have a list of projects.

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THANK YOU VERY MUCH!

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Williams Mogollón

**Mr. Williams Mogollón
PRESIDENT & CEO**

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