MOTIVATION | PERSONAL GROWTH | PSYCHOLOGY

Live by the Motto that Repeat Business and Profitability are Directly Related to Relationships Based on Trust

You never close a sale. You only begin a long-term relationship where both parties win.

by **Denis Waitley**

441 words | 2 pages

You never close a sale. You only begin a long-term relationship where both parties win.

Can you think of a successful relationship without mutual trust? Break that trust and you break the relationship. Subvert it and it's almost impossible to put together again. Creating a long-term relationship takes two or more people – whether they're executives, representatives of labor and management, or husband and wife – who are grounded in and operating on the same non-situational honesty.

> ***The central secret of good communication is bringing the other person over to your side by satisfying one of every person's most fundamental emotional needs: Make him or her feel valued.***

With rare exceptions, people who feel valued – who are allowed to feel important in the sense that they are recognized – answer with openness, cooperation and reciprocated respect. If you want respect, be respectable. If you want to be loved, be lovable. If you want to be trusted, be trustworthy. If you want a life-long relationship, listen openly to the

other person's needs. Much more than trying to accumulate money and power, leaders in the new era will acquire good will by helping their associates, customers, neighbors, and loved ones to win. Instead of what can you do for me, we need to embrace the new stewardship role of what can I do for you.

Action Idea – At the beginning of each workday, do something special for someone you work with or provide a service for. At the end of each day, say or do something positive for a family member or friend.

Denis Waitley is one of America's most respected and beloved authors, keynote lecturers and productivity consultants on high performance human achievement. He has inspired, informed, challenged and entertained audiences for over 25 years from the boardrooms of multi-national corporations to the control rooms of NASA's space program. Denis has been voted business speaker of the year by the Sales and Marketing Executives' Association and by Toastmasters' International and inducted into the International Speakers' Hall of Fame.

With over 10 million audio programs sold in 14 languages, Denis Waitley's CD album, *The Psychology of Winning*, is still the all-time best selling program on self-mastery. To order this Best-Seller or his newest release, *The Platinum Collection* and to subscribe to the free Denis Waitley Weekly E-zine visit his website here: www.DenisWaitley.com