


Walk your Talk:	Vision, dream, authenticity;
Golden Rule:	Treat others as you want to be treated;
Listen to Customers:	Understand demand, marketplace;
Gross Margin:	Key to profitability;
Stay Focused:	Be a finisher, Avoid distractions;
Self-Knowledge:	Know who you are; Don't believe press clippings.
Pick 'em Right:	Build your team with high performers.



Ambitious:	Highly motivated, sense of urgency, a “go getter;”
Winners:	Athletics, competitive, awards;
Sociable:	Can they relate, relationship builders;
Listeners:	Understand need and see solution;
Persistent:	Hard-worker, long hours;
Vision:	A dreamer, sense of greatness;
Persuasive:	Close the deal;
Loyal:	Will go the extra yard, dedicated;
High Self-Esteem:	Confident;
Desire:	Risk taker, not afraid to fail.