

Be Honest At All Costs.



We're all familiar with little white lies. In business you hear them all too often.

They may seem harmless, but they're not. Especially if you're trying to build a lasting relationship. Being open and upfront with customers in all things is always a better course. It may mean offering advice that serves their long-term interests even when it doesn't further your short-term goals. On occasion it may even mean sending them to a competitor, if a competitor is better suited for the job. Don't worry. If you've shown them you're someone they can trust, they'll be back.

