



## ***"The way of the salesman"***

### ***Honesty and Justice: GI***

Be acutely honest throughout your dealings with all people. Believe in justice, not from other people, but from yourself. To the true Salesactor, there are no shades of grey in the question of honesty and justice. There is only fitting and non-fitting, only connection or fear.

### ***Polite Courtesy: REI***

Salespeople have no reason to be cruel. They do not need to prove their strength. A Salesactor is courteous even to his competition. In blocking he always is able to see and say friend and in this respect remain true. Without this out- and inward show of respect, we are nothing more than frightened children.

### ***Heroic Courage: YU***

Rise up above the grey average, people who are afraid to act. Hiding like a turtle in a shell is not living at all. A Salesactor must have heroic courage. It is absolutely risky. It is dangerous. It is living life completely. Fully, wonderfully. Heroic courage is not blind. It is intelligent and strong.

### ***Honour: MEIYO***

A true Salesman has only one judge of honor, and this is himself. Decisions you make and how these decisions are carried out are a reflection of whom you truly are. You cannot hide from yourself.

### ***Compassion: JIN***

Throughout intense training the Salesman becomes quick and strong. He is not as other men. He develops a power that must be used for the good of all. He has compassion and gracefully offers space. He helps his fellow man at every opportunity. If an opportunity does not arise. He goes out of his way to find one.

### ***Complete sincerity: MAKOTO***

When a Salesman has said he will perform an action, it is as good as done. Nothing will stop him from completing what he has said he will do. He does not have to "promise". Speaking and doing are the same action, since they come from the same source.

### ***Duty and loyalty: CHU***

For the Salesman, having done some "thing" or said some "thing". He knows he owns that "thing". He is responsible for it and all the consequences that follow. A Salesman is immensely loyal to this and those in his care. To those he is responsible for, he remains fiercely true mirroring back their beauty, bowing before them, inwardly standing in trust of what is given.