

	Profit Focus	Purpose Focus
Sales Narrative	I need to meet my quota. I'm here to close the deal.	I am here to add value. Customer-impact is our endgame.
Marketing Messaging	I need to get the attention of potential customers.	I want to show customers how their lives will be different after doing business with us.
Leadership	We need to improve the bottom line.	We need to deliver better results for our clients.
Customer Service	I help customers solve problems.	I help our customers be successful.
Operations	I enable our business to function.	I improve our clients' businesses and lives.