

| | Profit Focus | Purpose Focus |
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| 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. |