



The CONNECTION™

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Confidence versus Arrogance

Like beauty, the difference between confidence and arrogance is a matter of perspective. It's important to know the difference, because customers love confidence, but punish an arrogant sales professional.

According to Dictionary.com, *confidence* is defined as "belief in oneself and one's powers and abilities". *Arrogance* defined as "an offensive display of superiority or self-importance".

The key word is "self". If you're crowing about you or your product's superiority, and not mentioning the customer, odds are you're on the wrong side of that line.

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