

WHAT ARE YOU IN THE **BUSINESS** OF SELLING?

MODULE **B**

Based on the B.R.A.N.D. System™

I am in the **BUSINESS** of ...

This is your "Good Night's Sleep"

I just so happened to be...

This is your "Good Mattress"

What I can also potentially be selling in the future...

This is your future "Good Mattress"



### What are ADSE's "good mattress" and "good night's sleep"?



The stranded tourists at ADSE's hanger with staff members.

(BOTTOM RIGHT) Tourists boarding a plane to get to an international airport in Ecuador.

### REFLECT

How can your purpose in life as defined in Chapter 3 of the book inspire and guide your company's vision (what you hope to achieve someday) and mission (ie. what you are doing today to achieve that)?