



# The Platinum Rule for Sales Mastery

*Tony Alessandra, Scott Michael Zimmerman, Joseph La Lopa*

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This is just a sampling of the powerful techniques you will learn from this book: 1. Discover the preferred business situations for Directors - on page 8 2. Socializers typically work in these types of careers - see page 17 3. Use the checklists on pages 64 & 66 to quickly and accurately identify the styles of your prospects and customers 4. Learn the 14 traits of highly adaptable people - on pages 87 & 88 5. Discover the best ways to introduce yourself to each of the four behavioral styles on page 116 6. Learn the types of questions you might ask a third person to determine your prospect's style - on page 117 7. Read the best ways to leave a voice mail message for each of the four behavioral styles - on page 118 8. Learn how to use the funnel technique of questioning to discover your prospect's needs - on pages 128 & 129 9. Use the feature-feedback-benefit technique discussed on pages 136 & 137 10. Discover how to get a commitment from a Thinker on page 148 11. Use the four-touch after-sale follow-up system presented on page 152 Time has proven that people like to buy from people they know, like and trust. Your ability to connect with people, maintain rapport, lower tension and increase trust will determine how high you climb in the sales profession. Mastery of The Platinum Rule will give you an unfair advantage over other salespeople. Here are expert opinions: The Platinum Rule is communication and relational genius, translated into a very simple, daily philosophical approach that gets results. Well done! Jim Rohn, CPAE, Author, The Five Major Pieces to the Life Puzzle The Platinum Rule is the priceless key to unlocking the door to empowerment, productivity and all business and personal relationships. Denis Waitley, Author, Empires of the Mind and The Psychology of Winning The success we achieve is in direct proportion to our ability to understand and communicate with people. Communicating with people on their terms, not our own, is the key to creating a loyal customer base and creating mutually profitable business relationships; both of which result in higher productivity and increased earnings potential. The Platinum Rule is the single most effective tool for learning how to get exactly what we want in life by helping others get exactly what they want - the win-win we're all seeking. Tod Barnhart, Author, The Five Rituals of Wealth

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