

## Quick Guides to Business

A series of seven original-research-based booklets by Paul C Burr PhD

'Highly-actionable' guides for the busy businessperson. Each can be read within one hour.

***... A really impressive series ... (Business Schools) I am sure that they would be of great use and value to both tutors and students***

– Professor John Ditch

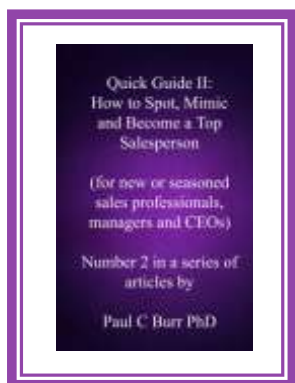
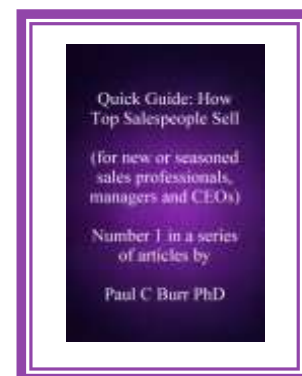
***This series bears from my 'top-performer research', consulting, direct selling experience and coaching within global corporations over a twenty year period. The companies I worked directly for, or in a freelance capacity with, included: IBM, Cisco, Accenture, Xerox, American Express, Standard Chartered, BP and Reckitt Benckiser.***

– Paul C Burr

### Quick Guide: How Top Salespeople Sell

The top 15% of sales performers bring in 85% of the revenue. They 'outsell' because they primarily...

- Answer ('the') four key customer-questions in a different sequence to moderate performers.
- Structure profound questions that nurture deeper insight and instil passion.
- Guide customers sensitively on a spiral journey in and out of the problems they face. The dualistic nature of this journey inspires action.
- Engage the customer to evaluate the consequences of both action and inaction
- Understand and apply what CEOs expect and value from business relationships
- Know the answer to a CEO's first question, 'Why am I, personally, talking to you?'
- Realise that long term sales growth relies more on truth than trust



### Quick Guide II: How to Spot, Mimic and Become a Top Salesperson

To build on its predecessor, this guide demonstrates how top performers come across differently to moderate performers.

Migrating from selling at D-Level (middle management) to C-Level (senior management) involves a journey, from a tangible and known environment to one of uncertainty and the unknown. Engaging a customer to co-explore uncertainty and the unknown requires a salesperson to demonstrate 7 key traits, characteristics and competencies

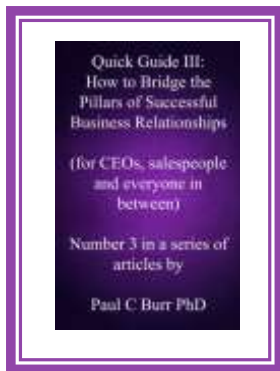
These 7 *key traits* (that differentiate top performers from 'moderates') predict whether the salesperson will be successful selling directly to C-level clients. These key traits are nurtured not 'trained in the classroom'; the nurturing process can be accelerated by equipping yourself with 'non-expert' coaching tools, such as in *Appendix 2 - Prepare to Be at your Peak in Every Meeting*.

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Other books by the author: *How to Be a Friend of the Devil Within, For The Love of Lilith & How to Put Love into Practice (and Non-attach Yourself to It)*, *The Mystique to the Game of Life (and Unrequited Love)*, *Defrag your Soul, 2012: a twist in the tail - a novel*, *Learn to Love & Be Loved in Return*



### ***Quick Guide III: How to Bridge the Pillars of Successful Business Relationships***

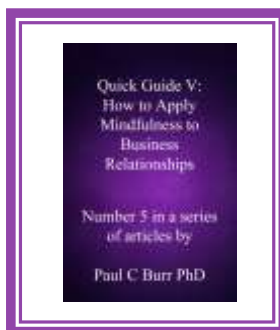
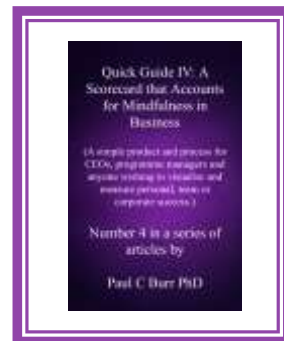
Building a new business relationship based on trust and value costs five times as much as extending or renewing an existing relationship with a satisfied customer.

Four pillars of success combine symbiotically to support a thriving business relationship. These four pillars support the pathway across a metaphorical bridge, to reach the relationship's destination, its purpose. The pillars are embedded in a foundation stone of *trust*. Each and all the pillars may crumble and fall but can be rebuilt as long as their foundation, *trust*, remains intact. - Much deeper than *trust*, exists truth. It permeates the structure of the bridge, its beginning and its destination. Not-truth, falsity and illusion, destroy the bridge.

### ***Quick Guide IV: A Scorecard that Accounts for Mindfulness in Business***

You forge superior relationships through what you do and say - and the skills and character with which you execute what you do and say. The quality of what you do and say is a function of how good you feel about yourself (self image) and what you're doing, what's important to you (your values), your intentions, your sense of identity and your sense of purpose.

Perhaps more than what you do and say, it's how you come across to others that matters most. Your character, shaped by your beliefs, intentions and self image, defines how others relate to you and respond. The *Mindfulness Scorecard* accounts for your traits and characteristics - to help you guide yourself to winning ways with those whom you wish to influence with integrity.



### ***Quick Guide V: How to Apply Mindfulness to Business Relationships***

"*Mindfulness* is responding in the present moment without reacting through anger, shame, hurt or (the most likely feeling) fear."

Instead, it's about having faith-in-self to use your intuition to respond with passion, curiosity to learn, composure, patience, compassion, harmony, and timing to complete whatever is incomplete in your approach to business relationships.

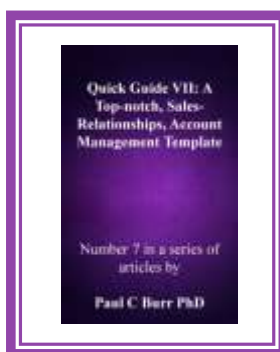
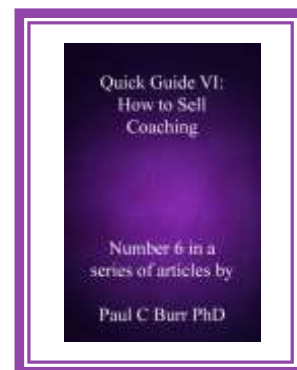
Top performers seek fulfilment through a sense of completeness that they have acknowledged and dealt with everything that is 'incomplete' in their approach to business - specifically business relationships.

### ***Quick Guide VI: How to Sell Coaching***

This guide shares the what-and-how of a 'sales' process that can yield a greater than 95% success rate when selling to potential coaching clients.

First and foremost, selling or coaching is about you being the real you, the authentic you, the congruent you - in a space, your client's personal space. The client shares that space with you because they trust your integrity. They let you to lead them beyond the boundaries of that space. They trust your capability to help them in another space that is both uncomfortable and unknown - unknown to them and unknown to you.

Ultimately customers buy from 'you' because what 'you' offer looks right, sounds right and feels right in their mind. Moreover, the customer puts trust in your integrity and capability to deliver what you promise better than anyone else.



### ***Quick Guide VII - A Top-notch, Sales-Relationships, Account Management Template***

Virtually all of the large corporations I've worked with have each spent millions of dollars (\$US) installing customised sales systems and account management processes.

This guide contains a series of single-page templates that combine to create an overall account management template for both a large and medium sized sales organisation. I have pared everything down to the core and most important wisdom necessary to facilitate a highly effective B2B relationships-based account management process.

(Extracts from all the booklets in the *Quick Guides to Business* series can be found at

<http://paulc Burr.com/quick-guides-to-business/>)