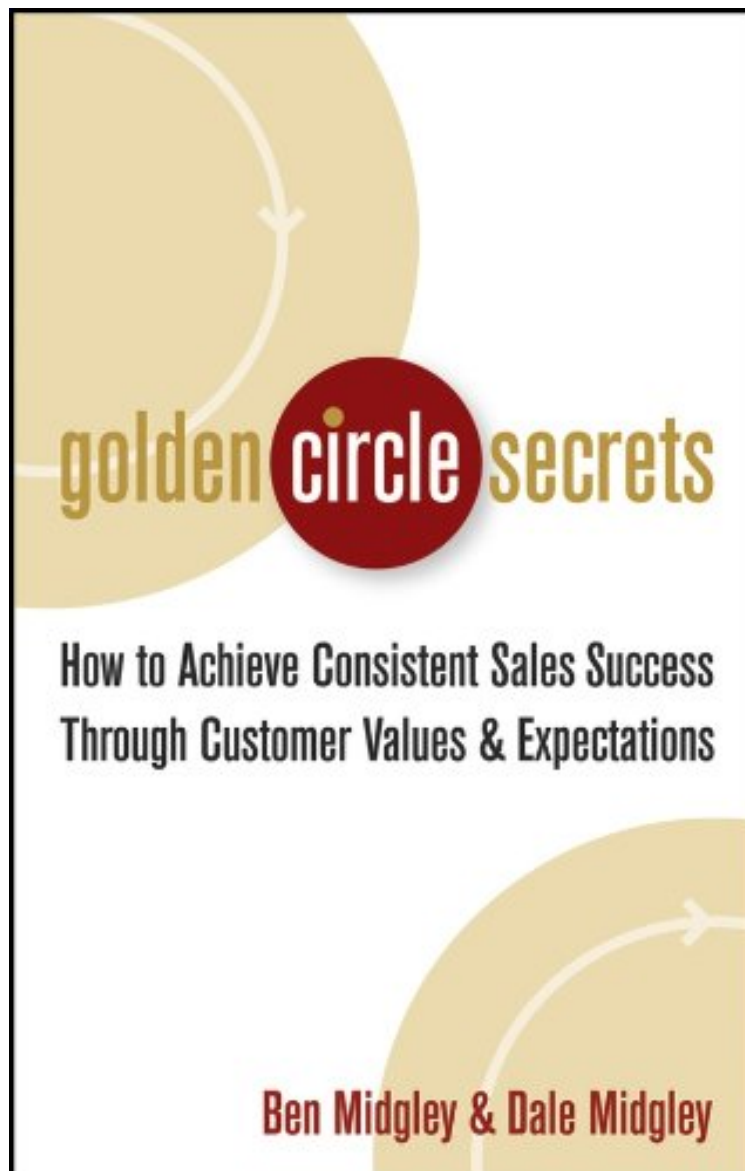


(Download) Golden Circle Secrets: How to Achieve Consistent Sales Success Through Customer Values Expectations

Golden Circle Secrets: How to Achieve Consistent Sales Success Through Customer Values Expectations

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and Ben's business system is the customer. In this day it is a pleasure to see a book on business that stresses the customer and caring about the customer's values. This is a must read for anyone who wants to grow their business; whether a real estate sales person or the CEO of a large corporation. The following quote from the book should be lesson 101 for all sales training programs... "If you are interested in the customer as a person rather than just a sale you'll naturally ask questions" Don Brady Branch Vice President Coldwell Banker Residential Brokerage Fair Oaks, Virginia 5 of 6 people found the following review helpful. Buy The Book!!! By Kirk Miller Finally a business book with a message for the ages. The Golden Circle Secrets are out. Dale and Ben teach us all what it means to be human and profitable at the same time. If this book is not being taught at Harvard Business School... it should be. I for one want our corporate leaders of tomorrow to start their careers with this premise in mind. Bravo Midgley!!! I anxiously await your next volume. Kirk Miller Vice President Business Development Weichert Real Estate Affiliates Inc. 0 of 0 people found the following review helpful. A must buy for startups and small businesses By The Little Guy As a small business owner, I found the teachings in this book to be very helpful. It is such a breath of fresh air to see it recognized that the customer is so important, and not just for that first sale, but in building a lasting relationship. I have recommended this book to all my friends, and will continue to do just that. It is that good.

A father and son sales team reveal the secrets of sales success In Golden Circle Secrets, father-and-son team Dale and Ben Midgley show management and the sales team how to achieve consistent success in sales. Based on a unique new strategy that responds to customer values and expectations, the Midgleys reveal how sales and management are inseparable components of sales success that must work in tandem to produce consistent results for an organization. Sales increase when management and its sales force are on the same page. The "golden circle" is based on a customer-oriented business system specifically designed to help companies attract and satisfy customers and energize employees, while maintaining a consistently healthy level of profits.

From the Inside Flap Golden Circle Secrets reveals a new way of doing business today. Much like the "golden rule" we're already familiar with, the Golden Circle is based on the idea that what goes around comes around, not just in our everyday lives, but in business as well. According to the Golden Circle principle, businesses do best when they embrace a core set of values that their customers, employees, and shareholders can relate to. Simply put, making decisions based solely on the bottom line isn't enough. In fact, when businesses base their decisions on real values—such as integrity, honesty, respect, genuine concern, and loyalty—they build trust in their customers who reward them with more business. The first step to success as a Golden Circle business is to reform the sales process, since sales is the first and primary means of communication between your customers and your company. In step-by-step fashion, authors Ben and Dale Midgley show business leaders, sales managers, and salespeople how to find those values that customers care most about and deliver products and customer services in accordance with them, leading to consistent sales success. Most companies pay lip service to the issue of customer values, but they don't do much else, resulting in an erosion of trust among customers. Customers, however, have real values they want companies to address. Any business that sincerely takes those values to heart will earn repeat business and increased sales. But the Golden Circle is about more than making customers happy. By embracing and acting on real values, companies create goodwill and enthusiasm not only among customers, but also among employees and shareholders—enriching the company as a whole. Just as we base our personal relationships on universal values like honesty, respect, and ethics, customers want to base their business relationships on the same values. In a highly competitive economy, companies that address these customer values sincerely and effectively will be richly rewarded. Packed with proven advice and practical guidance, Golden Circle Secrets will put your business—and you—on the path to a bright and profitable future. From the Back Cover "This is the best little book on sales you're likely to come across! It's all about building lasting success one relationship at a time, grounded in authenticity, and yielding golden opportunities. Its message is perfect for our time and is desperately needed. Even the most seasoned of sales professionals will find here useful new insights and an important new focus for their attitudes and their work." —Tom Morris, PhD, business philosopher and author of True Success, If Aristotle Ran General Motors, and Art of Achievement "The Midgley father and son team are unique to most businesses, bridging both generations and so-called technology 'improvements.' Their approach to marketing, managing . . . and living are pragmatic, insightful, and highly recommended." —Martin J. Rueter, President, Weichert Real Estate Affiliates "The Midgleys' customer-centric approach to sales serves as an excellent reminder that Customer Relations Management (CRM) is first and foremost about relationship building and not technology. This is an easy read with helpful suggestions about real CRM." —Charlie Bresler, PhD, President, Men's Wearhouse, Inc. "This little book is a motivator. A must-read for anyone at any stage of a career. Aren't we all salespeople? We must understand there is only one way to do business—the right way. Read this book, take it to heart, use it as reference. The Golden Circle is not only about business but about managing your life." —Dr. Normand J. Landry, Marketing Director, World Group Securities Registered Representative, World Financial Group former dean of student affairs, Northern Essex Community College, Massachusetts "The Midgleys understand the sales process at its deepest level. For everyone who is

passionate about sales success, this book is a gift you will treasure." —John McCarthy, Executive Director, International Health, Racquet Sportsclub Association "A must-read for all salespersons who want to build their business the right way. Ben and Dale outline the values and expectations you need to demonstrate to clients, so you can build your own Golden Circle of business." —Joe Meyer, President, Joe Meyer Presentations, Inc., national sales speaker and consultant

About the Author
BEN MIDGLEY is Senior Director of Corporate Sales at 24-Hour Fitness, the world's largest privately owned fitness company. The International Health, Racquet Sportsclub Association has named him the Top Sales Person in the entire fitness industry. **DALE MIDGLEY** is a public speaker who gives more than 100 addresses per year. He is also a real estate professional, a business consultant, and the former director of sales and management development at Weichert Real Estate Affiliates, the nation's largest independently owned real estate company.