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The Platinum Rule for Trade Show Mastery: The Expert ...

The Golden Rule assumes that we know how others want to be treated, but the Platinum Rule encourages us to go further to learn about and try to treat others the way they want to be treated. It provides an incentive to open ourselves to better communication and to building relationships of trust--which is precisely the antidote for so much of our world's ills.

Introducing the Platinum Rule

More useful is the Platinum Rule: "Treat others the way they would like to be treated." If people don't want to be asked "Where are you

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from?], then don't ask them. Even if you don't mind being...

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The Platinum Rule | Psychology Today

The Platinum Rule is a basic principle. Treat others how they would like to be treated. I prefer to use a different definition: "Everyone is you, living a different life. Treat them as such" Most are familiar with the Golden Rule (treat others how you would like to be treated), but the Platinum Rule is a far better lesson for life.

The Platinum Rule

The Platinum Rule® for Trade Show Mastery - 224-page PDF eReport . Reduce Stress and Increase Profits in your Trade Shows and Corporate Events! Just a few years ago, there was no need for this book. However, the trade show and event marketplace has

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In its simplest form, it states, "Treat others as you would like to be treated." Based on the basic concept of mutual respect, it is typically

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beneficial as a work, personal and life philosophy component. A popular variation, commonly called the "Platinum Rule," coined and trademarked by Dr. Tony Alessandra, often works well in the business world. "Treat others the way they would like to be treated" is the basis of the Platinum Rule.

How to Use the Platinum Rule | Bizfluent

The goal of The Platinum Rule is personal chemistry and productive relationships. You do not have to change your personality. You do not have to roll over and submit to others. You simply have to understand what drives people and recognize your options for dealing with them. The Platinum Rule divides behavioral

The Platinum Rule - Tony Alessandra

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Description - The Platinum Rule for Trade Show Mastery by Tony Alessandra Increase Profits and Reduce Stress in your Trade Shows and Corporate Events! A few short years ago, there was little need for this book. However, the trade show and event marketplace has drastically changed.

The Platinum Rule for Trade Show Mastery by Tony ...

So Kerpen came up with the Platinum Rule: Do unto others as they would want done to them. Says Kerpen, "The Golden Rule, as great as it is, has limitations, since all people and all situations are...

How the Platinum Rule Trumps the Golden Rule Every Time ...

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Platinum Rule for Trade Show Mastery: The Expert Exhibitor ...

The process of extracting the metal from ores can take five to seven months and may require ten tons of ore to yield one ounce of platinum. The cost of mining an ounce of platinum is nearly twice that of mining an ounce of gold. Only 200 million ounces of platinum reside above ground compared to 5 billion ounces of gold. Where Can You Trade Platinum?

How The Platinum Trade Works - The Beginner Trader's Guide ...

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This is just a sampling of the powerful techniques you will learn

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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.

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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

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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

In a few short years, the trade show and event marketplace has grown and is now considered an investment that adds to or subtracts from the bottom line. This work explains how to increase profits from trade shows even as managers deal with shrinking budgets.

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In this entertaining and thought-provoking book, Tony Alessandra and Michael O'Connor argue that the "Golden Rule" is not always the best way to approach people. Rather, they propose the Platinum Rule: "Do unto others as "they'd" like done unto them". In other words, find out what makes people tick and go from there.

In 1791, Treasury Secretary Alexander Hamilton wrote that "not only the wealth, but the independence and security of a country, appear to be materially connected with the prosperity of manufacturers." Centuries later, U.S. manufacturing jobs continue to be outsourced at an all-too-rapid pace. Examining the current U.S. manufacturing environment, including the unsustainable trade imbalance, *Intelligent Manufacturing: Reviving U.S. Manufacturing Including Lessons Learned from Delphi Packard Electric and*

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General Motors outlines concrete suggestions that can help to stop the outflow of manufacturing jobs and prosperity from our shores. The book explains why most companies have not reaped the benefits promised from the implementation of the multitude of methodologies that have inundated manufacturers and outlines the steps companies can take to reverse this trend. The author's 30-year background in engineering and manufacturing, in both national and international assignments, puts him in a unique position to supply insights on foreign competition that few are able to provide. In addition to discussing the tools and concepts with a proven history of success, the book also elaborates on what doesn't work. It presents an insider's perspective of what went horribly wrong within Delphi and GM so other manufacturing companies can avoid making the same mistakes. The book describes how to effectively

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set up a manufacturing system and accurately measure and control direct labor. It shares easy-to-implement tools that the author developed and implemented with proven track records for improving performance. Such tools include computer programs that can provide a competitive advantage, a proven way to reduce total process cycle time, and a scientific way to establish proper lot sizes. Instead of presenting a lot of theory, the author provides ideas based on common sense and practical experience. The concepts and tools outlined in the text are simple and straightforward, yet powerful enough to help any conscientious company improve its competitive position.

During economic contractions, it becomes much more difficult to sell your products, maintain your customer base, and gain market

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share. Mistakes become more costly, and failure becomes a real possibility for all those who are not able to make the transition. But imagine being able to sell your products when others cannot, being able to take market share from both your competitors, and knowing the precise formulas that would allow you to expand your sales while others make excuses. *If You're Not First, You're Last* is about how to sell your products and services—despite the economy—and provides the reader with ways to capitalize regardless of their product, service, or idea. Grant shares his proven strategies that will allow you to not just continue to sell, but create new products, increase margins, gain market share and much more. Key concepts in *If You're Not First, You're Last* include: Converting the Unsold to Sold The Power Schedule to Maximize Sales Your Freedom Financial Plan The Unreasonable Selling Attitude

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"Follow the wisdom contained in this powerful volume and your treasury will grow and grow. I learned plenty." -- Og Mandino, author The Greatest Salesman in the World "The Guerrilla Group has done it again! Guerrilla Trade Show Selling is the definitive book on how to sell more, faster and easier at trade shows. It is loaded with practical, proven principles, methods and techniques that anyone can use to double, triple and quadruple their revenues at any trade show they attend." -- Brian Tracy, author The Psychology of Achievement. "Guerrilla Trade Show Selling is pure platinum for anyone who has to or wants to effectively work the trade show floor. It's loaded with practical, down-to-earth ideas worth thousands of dollars to anyone who reads and implements its great advice." -- Dr. Tony Alessandra, author The Platinum Rule.

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"More about trade shows and sales techniques than I ever knew existed. The authors actually turn exhibiting into a profitcenter!" -- Alan Weiss, PhD, author Million Dollar Consulting

Lessons learned by a capital project manager during a 40 year career. These stories may help your project be successful.

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