



FOR IMMEDIATE RELEASE

The Hourglass Principle is now available on Amazon Kindle

Flower Mound, TX (OPENPRESS) March 23, 2009 – Ray Kelly Consulting announces that their first book, *The Hourglass Principle*, is now available for purchase for Amazon Kindle and Apple iPhone.

The Hour Glass Principle was designed to encourage sales integrity throughout the world of sales. .Being in the middle of a sales deal is where every salesperson wants to be. In that position they have the ability to influence the direction of a deal and establish priorities that are the most important to the customer based on their solution. Being in the middle allows the sales person the ability to sway the customer to focus on their strengths versus their competitor’s strengths. There are eight pillars of being in the middle that are the keys to success: Be trustworthy; Keep your integrity by directing your moral compass; Become a person others want to follow; Treat others as you want to be treated; Admit your mistakes; Ask questions; Finesse not fight; Timing is everything.

The Hour Glass Principle is designed to keep sales people focused on what is in the center of the sale they are working and what is most important in the center of their life. It is a focal point for the central core that defines a sales person and a human being. Sales people will be able to center their energy on what is truly significant in their sales career and in their livelihood by not sacrificing their moral values.

Amazon Kindle is Amazon’s revolutionary portable reader that wirelessly downloads books, blogs, magazines, newspapers and personal documents to a crisp, high-resolution electronic paper display that looks and reads like real paper, even in bright sunlight.

To purchase your Kindle copy of *The Hourglass Principle* click http://www.amazon.com/The-Hourglass-Principle/dp/B001XURORI/ref=sr_1_2?ie=UTF8&s=books&qid=1237581634&sr=8-2

About Ray Kelly Consulting

Ray Kelly Consulting provides coaching to sales professionals and sales managers worldwide about the enormous benefit of being able to successfully manage the middle of any sale without sacrificing their integrity. For more information about this book, including the ability to have Ray Kelly speak to your corporate sales team or church service about the concepts discussed in *The Hourglass Principle*, please visit www.raykellyconsulting.com

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