

Review: ***The Hour Glass Principal***

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When you are growing up your parents and teachers impart a great deal of wisdom and knowledge. Yet the one they no one teaches you is that no matter what activity you're involved in you are selling.

Ray lays it out simply; the every activity is a sales opportunity, from trying to get extra ice cream & cake from mom, getting the car keys from dad, getting a job, or interacting with your manager and company clients getting the girl to accept your ring and making new friends, you are in a sales situation.

***The Hour Glass Principal*** establishes a basic principal, one that I learned in the military and law school, you need to manage the expectations of those you are selling to. This includes your managers/superiors, clients and subordinates.

Kelly's basic theory is that in order to do this successfully there are key elements respect, integrity, focus and effort. Ray has combined the Judeo-Christian principal of integrity and help into a winning formula for success.

***The Hour Glass Principal*** is accorded a place in my pile of key reference texts next to my desk. I believe that it is destined to become a classic sales/life book.

Strongly recommended.