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## **Maintaining Your Integrity in Sales and Life by Managing the Middle**

**Ray Kelly Consulting has released the book, *The Hourglass Principle*, which teaches sales people how to blend traditional sales processes with Christian principles.**

Flower Mound, TX (OPENPRESS) May 1, 2009 -- Ray Kelly Consulting has released the book, *The Hourglass Principle*, which teaches sales people how to blend traditional sales processes with Christian principles. The book provides the sales person with tools and character traits that can be utilized to become successful in sales and life without selling out their morals or ethics.

“The goal of *The Hourglass Principle* is to demonstrate that there is a better way to sell by managing the middle of a business transaction focusing both on corporate responsibility and customer accountability. That is the real message of *The Hourglass Principle*,” said author Ray Kelly.

Information about a company flows from the corporate marketing department through the sales person and to the customer. And, like an hourglass when turned upside down, information about the customer flows from the customer through the sales person to the company.

“The goal is to demonstrate by practical example and Biblical Scripture that sales people can go further in their career by maintaining strong moral standards and a high level of integrity,” said Ron Holton, Senior Pastor, Rockpointe Church.

"Being in the middle of a deal is where every sales person wants to be. In that position they have the ability to influence the direction of sale and establish priorities that are the most important to the customer and their company. Being in the middle allows the sales person to encourage the customer to focus on their company's strengths versus their competitor's strengths. It is crucial for sales success that you be the central point for any major sales opportunity. There are eight pillars of being in the middle that are your keys to success," Kelly said.

The eight pillars outlined in *The Hourglass Principle* are:

1. Be trustworthy
2. Keep your integrity - Direct your moral compass
3. Become a person others want to follow
4. Treat as you want to be treated.
5. Admit your mistakes

6. Ask questions
7. Finesse not fight
8. Timing is everything

Chris Coles, President and Chief Executive Officer, Hyper Quality, Inc. stated that “whether you are new to sales or a seasoned veteran this book will keep you grounded on what is most important in your career and life – your integrity!” Too many times sales people get themselves into desperate situations that place a strain on their ethical core.

“I love it! This book will impact your life and change the way you advance your sales career!” said Jon K. Hauck - Vice President, Sr. Principal, The Complex Sale, Inc. Although *The Hourglass Principle* is geared towards the sales professional there are enough practical life examples in the book that can easily migrate across multiple segments. These segments include personal business growth, business development and Christian living.

*The Hourglass Principle* is now available from these on-line retailers.

- [amazon.com](http://amazon.com)
- [store.believerspress.com](http://store.believerspress.com)
- [thehourglassprinciple.com](http://thehourglassprinciple.com)

### **Book Facts**

Title:	<i>The Hourglass Principle</i>
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Author:	Ray Kelly III
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[Ray Kelly Consulting](#)

### 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 [http://www.raykellyconsulting.com/Contact\\_Us.html](http://www.raykellyconsulting.com/Contact_Us.html)

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