



# The Platinum Rule for Small Business Mastery

*Tony Alessandra Ph.D., Ronald Finklestein, Scott Michael Zimmerman*

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This is just a sampling of the powerful techniques you will learn from this book: 1. Learn the strengths of your natural behavioral style and how to leverage them. 2. Discover common traits shared by effective leaders who have mastered behavioral adaptability. 3. Contains invaluable information about how your behavioral style can be leveraged to create an effective culture that permeates every facet of your business. 4. Learn how to create discipline within your organization that guarantees predictable results. 5. We will teach you how to develop a winning attitude that improves every facet of your business. 6. You will learn why your natural behavioral style may be impeding your ability to take calculated risks that are necessary to build a winning business. 7. You will learn how to leverage your natural behavioral style within your particular selling environment. 8. We will teach you how to use psychographics in customizing your marketing messages.

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