#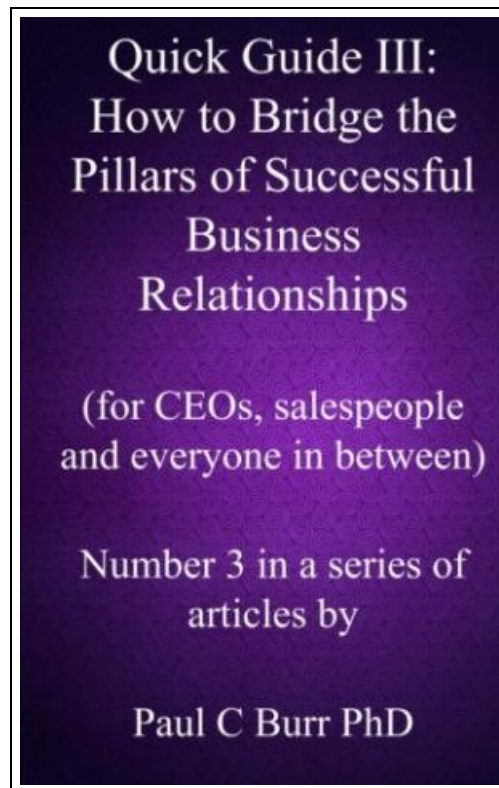 Quick Guide III - How to Bridge the Pillars of Successful Business Relationships: For Ceos, Salespeople and Everyone in Between

Quick Guide III:
How to Bridge the
Pillars of Successful
Business
Relationships

(for CEOs, salespeople
and everyone in between)

Number 3 in a series of
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Paul C Burr PhD

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QUICK GUIDE III - HOW TO BRIDGE THE PILLARS OF SUCCESSFUL BUSINESS RELATIONSHIPS: FOR CEOS, SALESPEOPLE AND EVERYONE IN BETWEEN

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Createspace, United States, 2013. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.- Building a new business relationship based on trust and value costs five times as much as extending or renewing an existing relationship with a satisfied customer. - Four pillars of success combine symbiotically to support a thriving business relationship: 1. Passion 2. Security 3. Resonance 4. Creativity - These four pillars support the pathway across a metaphorical bridge, to reach the relationship s destination, its purpose. - The pillars are embedded in a foundation stone of trust. Each and all the pillars may crumble and fall but can be rebuilt as long as their foundation, trust, remains intact. - Much deeper than trust, exists truth. It permeates the structure of the bridge, its beginning and its destination. Not-truth, falsity and illusion, destroy the bridge. - Business relationships don t end by themselves. They end when their purpose is achieved or deemed unachievable. - Throwing in the towel though, especially for a large investment decision, is sometimes seen as political suicide . The ensuing relationship becomes moribund. The flaws in (and all learning from) the original decision making process are swept under the corporate carpet . - The best time to end the current structure of a relationship is when it is running perfectly and its purpose is fulfilled - so that you can renew it at a stronger level.

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