



Selling by the Golden Rule

C Hillard

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C Dale Hillard has authored a fine book on sales based principles found in "The Golden Rule." It is a principle also within the "REALTORS® Code of Ethics and Standards of Practice."

In *Selling by the Golden Rule*, Dale examines the teachings of Christ by focusing on Jesus's parables. He enfolds the fine art of sales into the life lessons taught by the Master. You will find Dale's insights, humor, and wisdom enlightening and informative, whether you bite off one parable/chapter at a time or feast on the entire book in one setting. This is a book you will return to over and over and want to share with your friends and colleagues in sales.

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