

## The Trusted Advocate Receives Five Star Rating on Amazon

By John Mehrmann

2008-05-26

*“ Can a book about business become a life-changing experience? This one does. Customer reviews on Amazon award highest accolades for The Trusted Advocate: Accelerate Success with Authenticity. ”*

### For\_Immediate\_Release:

Orange County, CA (FPR) May 26, 2008 – The readers have spoken, customers praise The Trusted Advocate: Accelerate Success with Authenticity and Integrity.

“This rare book offers the finest advice on building lasting sales relationships. It focuses on the most important and most basic fundamentals of relationship building which is exactly what sales is all about. This book is not about gimmicks. It is all about doing the right things for the right reasons. A fascinating tool. It should be read and re-read often so that its concepts can always remain at the forefront of our minds,” proclaims Randy Whitehead, President of National Service Alliance.

National Service Alliance provides high performance solutions for after-sales support. The NSA system interconnects all supply chain partners involved with the support and repair of products. NSA clients have visibility in the current repair status of each repair and make strategic decisions based on that data. The dramatic improvements in the customer repair experience are not available from any other source.

“As a successful business professional for over 25 years and having worked for large corporations to start-up operations, the one common thread I've found for success is to understand your values and always do the right thing for your clients and colleagues,” said Eric Nelson, President of Secure Privacy Solutions.

“John's book, The Trusted Advocate, does an outstanding job of articulating what most successful sales and business professionals inherently understand - that people want to do business with those they can trust and are looking out for their best interest. People know when they are being “sold” vs. working with someone who takes the time to understand their needs and is looking to develop a long term relationship,” Eric continues.

“Most sales training books emphasize technique and process. The Trusted Advocate takes it to the next level, starting with understanding yourself and your values and guiding you to become exceptional by doing the right things. I recommend this book to anyone that has the desire to excel and improve their professional relationships. It might even help your personal relationships...., ”

Secure Privacy Solutions enables mid-size companies to mitigate the risks of data breaches, and protect employees and customers from the devastating effects of ID theft. Secure Privacy Solutions works with clients to understand company values and goals, identify and prioritize potential risks, and develop a cost-effective privacy programs to protect individuals, companies, and customers.

Read more reader reviews at <http://www.Trusted101.com>

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### For more information:

Keywords: Secure Privacy Solutions,National Service Alliance,The Trusted Advocate,John Mehrmann,Amazon

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