

CODE
OF
HONOUR

The Foundation *of*
Building A Championship Team

*With
Blair Singer*



BUSINESS RESCUE presents *The Experts of Business Rescue Series*



Code of Honour

The Foundation of Building A
Championship Team

BLAIR SINGER

WITH TREVI LIM
Business Turnaround Specialist





About Blair Singer

For more than two decades, Blair Singer has empowered people around the world to go beyond their ordinary selves and reach peak performance rightfully earning him a worldwide reputation as an expert in sales, business and personal growth.

A dynamic, in-demand public speaker, Singer has the unique ability to get people and organizations to shake up the status quo, change behaviors and achieve unprecedented results. Spanning 20 countries on five continents his clients range from Fortune 500 companies like Singapore Airlines, Deutsche Bank, Redken, HSBC, IBM, CitiGroup, UPS Stores, Mrs. Fields Cookies, Dunkin' Donuts, United Healthcare and Westin Hotels, to small business owners, entrepreneurs, sales teams and just regular folks.

He applies the same tried and true principals that work for big corporations to the Business of Everyday Life helping individuals hungry for greater success.

Singer is a Rich Dad™ Advisor to Robert Kiyosaki and is the author of three best-selling books: SalesDogs: You Don't Have to be an Attack Dog to be Successful in Sales; The ABCs of Building a Business Team that Wins and his latest book, "Little Voice Mastery: How to Win the War Between Your Ears in 30 seconds or Less – and Have an Extraordinary Life!".

In this book, Blair Singer reveals the secret for tuning out self-sabotaging negativity and tuning in to your true potential. Whether you want to find true love, get a better body or even improve your golf game, Singer's 21 proven techniques to reprogramming that “Little Voice” can break down the barriers and make you more effective.

The Arizona resident is also CEO of SalesPartners Worldwide™, a dynamic sales and personal growth training company made up of professional mentors and business builders who work one-on-one with businesses and corporations to help them achieve double-digit growth in any economy. In addition, Singer founded the 'All-Access Club' that provides monthly members with personal coaching calls, one-on-one tune ups and access to powerhouse professionals in sports, entertainment, and business.

“While working with Blair we increased our insurance premium sales by over 600 million dollars while more than doubling our recruiting efforts...”

-Jason Tyne, World Financial Group





About Trevi Lim

Trevi Lim is a businessman, pharmacist, coach, mentor, entrepreneur, philanthropist, author and speaker. He went from working over 80 hours a week as an employee to now an owner of over 15 multi-million dollar businesses in less than 7 years.

As founder and CEO of Business Rescue, he specialises in helping turning businesses around and grow businesses to the next level.

He is a passionate mentor and teacher who wants to show people how to achieve financial freedom through their business.

He is also a director at Universal Charitable Fund, a simple and cost effective way to provide practical support and encouragement to local charities doing a terrific job in helping people in need both in Australia and overseas.

In 2013, he also founded Gratitude Foundation with Blair Singer (Founder of SalesDogs) to assist orphans in third world country to become entrepreneurs in the third world countries.

Learn more about Trevi Lim at BusinessRescue.com

Copyright

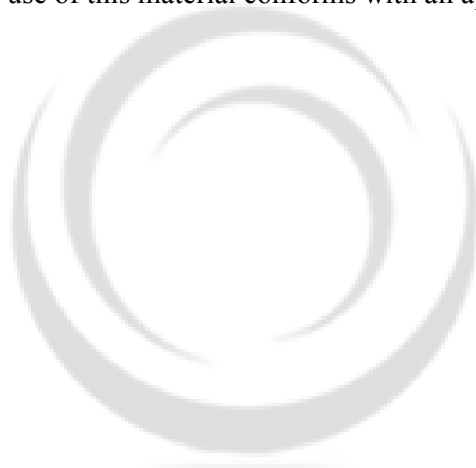
© 2014 Business Rescue. All rights reserved

All material is property of Business Rescue. No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from Trevi Lim at Business Rescue.

The scanning, uploading and distribution of this publication via the Internet or via any other means without the permission of Business Network is illegal and punishable by law. Please purchase only authorized electronic editions, and do not participate in or encourage electronic piracy of copyrighted materials.

Legal Information & Disclaimer

Information within this book does not constitute legal, financial or similar professional advice. The purchaser of this publication assumes full responsibility for the use of these materials and information. The publisher and author assume no liability whatsoever on behalf of any reader of this material. Please consult applicable laws and regulations and competent counsel to ensure your use of this material conforms with all applicable laws and regulations.



Blair Singer: Trevi, it's an honor to be on the call, it's an honor to talk to everybody up.

Background, you pretty much nailed it. I mean over the last probably 20 years I've worked with thousands of organizations and probably hundreds of thousands of individuals helping on building championship teams, increase sales and really most over the last several years really teaching people how to be great teachers, leaders, mentors because the truth of it is in business, my experience you know I'm doing business over 15 countries with lots of the companies you talked about as well particularly small business in order to be a great... in order to build a great enterprise of any kind you have to as a leader, you have to also be a great teacher.

You have to be able to teach people how to sell, teach people how to be part of a team and those things are not just taught in school, they're not taught in business schools, they're not taught in schools so it's a really big challenge but when the challenge can be addressed, it produces magical results.

Trevi Lim: I'll agree with that. And you know in my tribe of people who sees my business rescue series of interviews. Most of them are business owners. Can you tell us one of the main reasons why businesses fail or fail to become big and successful Blair?

Blair Singer: Well that's pretty simple, I mean the truth of it is most businesses fail because of the inability to sell, to be able to raise capital, to be able to get their word or their message of the product or service for the market. I mean it's pretty simple, sales equals income. If you can't sell, it doesn't go out there and a lot of people believe, still believe that the product will sell itself, that your reputation will sell itself, but that's just not true anymore.

I mean with the blizzard of opportunities out there and services, you got to be able to sell number 1, number 2 is the reason they fail is because they stay too small. And the reason they stay too small for the same reason because they can't recruit a team, because they can't sell, they can't generate the critical mass of income support in community to get themselves off to the market so