

Productive Insights Presents

Bob Burg & Ash Roy On How To Be A Go Giver!



How To Be A Go Giver - Interview With Bob Burg

1. Bob Burg On How To Be A Go Giver (And How To Get Your Customer To Know, Like And Trust You)

In this interview with Ash Roy from Productive Insights, Bob Burg shares his insights on how to develop a truly lasting business relationship with your customers.

And it all starts with being a go-giver!

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Did you enjoy this little ebook? If so, head over to www.burg.com to find out more about Bob Burg.

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by Bob Burg and Ash Roy



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Books Mentioned

- [How to Win Friends & Influence People](#)



- [Think and Grow Rich: The Landmark Bestseller - Now Revised and Updated for the 21st Century](#)
- [The Magic of Thinking Big](#)
- [Psycho-Cybernetics, A New Way to Get More Living Out of Life](#)
- [The Secret of Selling Anything](#)
- [The Go-Giver, Expanded Edition: A Little Story About a Powerful Business Idea](#)
- [Endless Referrals, Third Edition](#)

Resources Mentioned

- <http://www.burg.com>
- [The Secret Of Selling Need Not Be A Secret - Bob Burg](#)
- <http://www.brainpickings.org>
- <http://www.nextdraft.com>
- <http://www.theskimm.com/>

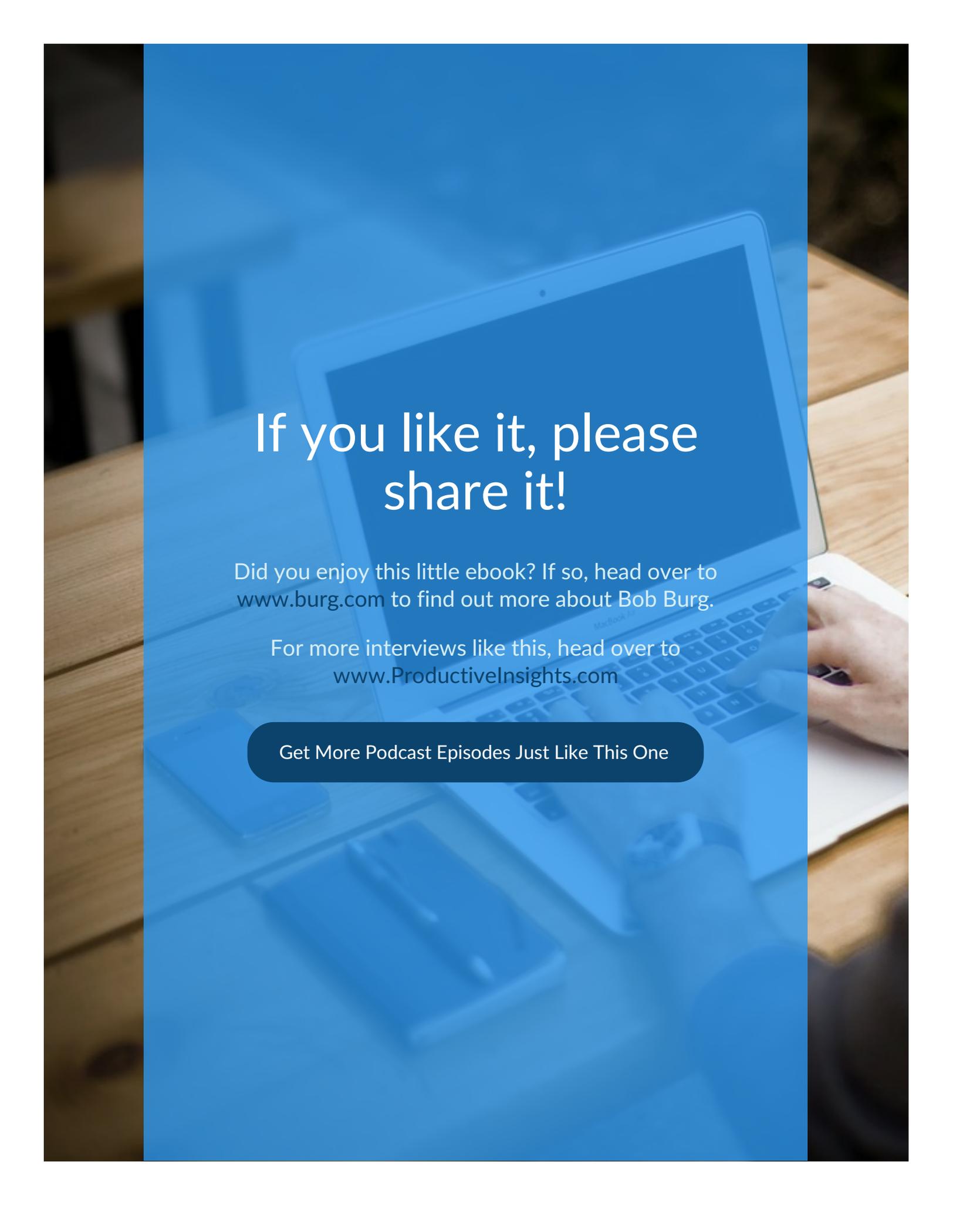
Related Podcast Episodes

- 001. Neil Patel on how to make better decisions around client selection, branding and investing
- 011. Dan Norris on how to start your own startup (Part 1)
- 028. Dan Dobos on how to use pull selling to grow your business
- 048. John Logar on how to use high value consulting to increase profitability
- 050. James Schramko on frameworks for business profitability and lifestyle

- 052. Kyle Tully on specific mindset techniques to 10X your prices
- 055. Ezra Firestone on how to use ecommerce to take your business from six figures to seven

Key Points (Timestamps)

- 00:42— Intro and overview
- 01:25 — The Go-Giver Principles, explained by Bob Burg
- 02:09 — People buy only because of what's in it for them.
- 02:57— Content marketing is all about delivering consistent value to the audience.
- 03:36 — Bob Burg explains the Know, Like and Trust relationship and how it applies to content marketing.
- 04:09 — How NOT to do content marketing and how NOT to be a spammer
- 04:40 — The marketplace decides who they do business with.
- 05:35 — "Money is simply an echo of value." — Bob Burg
- 07:14 — Bob Burg explains what selling is all about.
- 10:32 — The Law of Authenticity
- 11:23 — The most common challenges on getting started with implementing the Go-Giver principle into business and life
- 12:43 — "Great leadership is never about the leader, great influence is never about the influencer, and great salesmanship is never about the salesperson." — Bob Burg
- 14:20 — "You can have everything in life you want, if you will just help enough other people get what they want." -Zig Ziglar
- 15:06 — Don't be focused on the notion of lack but rather focus on the notion of abundance.
- 16:17 — Action steps are what a listener can take to improve sales techniques and implement the Go-Giver principle.
- 17:21 — The "Go-Giver", "Go-Getter" and the "Go-Taker", explained beautifully by Bob Burg
- 19:22 — Why it's critical to ask your customers why they're buying from you
- 20:46 — "When you sell on price, you're a commodity. When you sell on value, you're a resource." — Bob Burg
- 21:48 — A metaphor for value in a story about a high end restaurant
- 22:47 — "In a free market-based exchange, there are always at least 2 profits: the buyer profit and the seller profit." — Bob Burg
- 23:04 — Books that have had the biggest impact on Bob Burg and why
- 25:34 — How to find out more about Bob Burg



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