
C O N T E N T S

Acknowledgments	vii
Foreword	xi
Introduction	xiii
SECTION I THIS IS HARDER THAN IT LOOKS	1
CHAPTER 1 The Arc of Your Potential	3
CHAPTER 2 Your Raise Becomes Effective When You Do	13
CHAPTER 3 The Will, Skill, and Drill of Selling More Than You Ever Thought Possible	21
CHAPTER 4 One Golf Lesson Doesn't Make You a Golfer—Great Potential Requires Great Work to Realize	30
SECTION II ENGAGE YOUR WILL	53
CHAPTER 5 Debunking the “Sales Personality” Myth	55
CHAPTER 6 The Will Killers	73
CHAPTER 7 Fire Yourself Up: Five Simple Steps to Engage Your Will	95

vi Contents

SECTION III	ESSENTIAL SKILLS	119
CHAPTER 8	The Logic and Emotion of Selling	121
CHAPTER 9	Create Your Own Unique Super Successful Sales Process	133
CHAPTER 10	Build Your Own Ocean of Opportunities	147
CHAPTER 11	Develop Your Trust and Positive Intent	159
CHAPTER 12	Learn the Subtleties of Power Listening	168
CHAPTER 13	Gather the Facts and Develop a Value Proposition	178
CHAPTER 14	Engineer a Decision: Helping Your Customers Buy	191
CHAPTER 15	Don't Screw Up: Handling Questions, Concerns, and Objections	204
SECTION IV	THE DRILL: SUCCEED EVERY DAY	219
CHAPTER 16	Create Your Super Simple Sales Success Plan	221
CHAPTER 17	Come Out Swinging: Execute Your Sales Plan Every Day	234
CHAPTER 18	Intensity, Velocity, and Mentorship: Spin Up the Arc of Your Potential	242
	About the Author	248
	Index	249