

# Contents

<i>Foreword</i>	<i>ix</i>
<i>Acknowledgments</i>	<i>xi</i>
<b>Chapter 1</b> Sales is Not a Dirty Word	1
<b>Chapter 2</b> Creating the Mind of a Sales Superstar	17
<b>Chapter 3</b> Getting Your MBA—Massive Bank Account	35
<b>Chapter 4</b> Getting What You Want Right Now!	55
<b>Chapter 5</b> Put Time on Your Side	69
<b>Chapter 6</b> It's All About the Attitude	83
<b>Chapter 7</b> Lead Generation = \$ Creation	97
<b>Chapter 8</b> Dance With the One Who <i>Bought</i> You	119
<b>Chapter 9</b> The Yellow Brick Road and Its Potholes	135
<b>Chapter 10</b> Setting the Stage	153
<b>Chapter 11</b> The Johnny Carson Principle	171

<b>Chapter 12</b>	I'll Take Door Number Two—Selection Time	183
<b>Chapter 13</b>	How to Get the Sale, Contract, and \$	197
	<i>About the Author</i>	227
	<i>Index</i>	229