

CONTENTS

Foreword	vii
Underlying Beliefs.....	xiii
How to Use (Not Just Read) This Book	xvii
About the Authors	xix
Chapter 1 — Us Versus Them	
Identifying the Primary Internal and External Sales Obstacles	1
Chapter 2 — Catastrophizing:	
“Striking out before you get to the plate”	21
Chapter 3 — Rationalizing	
“Logical Thought Misused”.....	55
Chapter 4 — Agonizing	
“I can’t decide if I should call or not...”	103
Chapter 5 — Procrastinating	
“I don’t have time to do it now...”	135
Chapter 6 — ... And Make the Sale	
.....	183
Chapter 7 — Appendix	
Exercise Answers.....	199