

## CONTENTS

Acknowledgments vii

### **Section I**

START WITH THE RIGHT MIND-SET

#### **Chapter 1**

IF PEOPLE LOVE TO BUY, WE SHOULD  
HELP THEM BUY 3

#### **Chapter 2**

EIGHT LAWS OF SALES INTENT 23

#### **Chapter 3**

BUILD YOUR KNOWLEDGE, MESSAGING,  
AND RELATIONSHIPS 47

### **Section II**

USE A TESTED, EFFECTIVE  
SALES PROCESS

#### **Chapter 4**

DEVELOP INTEREST SO CUSTOMERS  
WILL HEAR YOU 73

## CONTENTS

### **Chapter 5**

ENGAGE CUSTOMERS IN  
MEANINGFUL DIALOGUE 95

### **Chapter 6**

LEARN THE SITUATION, PROBLEM,  
OR CHALLENGE 123

### **Chapter 7**

TELL YOUR STORY 149

### **Chapter 8**

ASK FOR A COMMITMENT 169

## **Section III**

IMPLEMENT THE PROCESS FOR  
PERSONAL PROSPERITY

### **Chapter 9**

HOW TO BUILD POSITIVE, PRODUCTIVE  
BUSINESS RELATIONSHIPS 195

### **Chapter 10**

YOUR BUSINESS DEVELOPMENT DRIVES  
YOUR FUTURE 233

Notes 247

Index 249