

# Contents

Chapter 1	The Meeting	1
Chapter 2	Visiting the V.P.	11
Chapter 3	Following Up	31
Chapter 4	The 3,500-Year-Old Process	35
Chapter 5	The Wise Buyer	49
Chapter 6	The Cynical Buyer	63
Chapter 7	The Simple Buyer	79
Chapter 8	The Disinterested Buyer	91
Chapter 9	The Referral	109
Chapter 10	The Sales Call	113
Epilogue		131
Summary of <i>ROAR!</i> Concepts		137
Integrating the <i>ROAR!</i> Approach		151
Our Inspiration		176
Acknowledgments		187
About the Authors		189
Bonus Chapter and Coupon		193

<http://www.pbookshop.com>