

Table of Contents

Foreword.....	v	
Preface	vii	
Section I	<i>Go for the Solid Gold Goals</i>	1
Chapter 1	The Cult within the Culture	5
Chapter 2	Driven by the Vision	15
Chapter 3	The Competitive Environment	23
Chapter 4	Values, Goals, and Strategies	27
Chapter 5	Habits and Routines: Turn Strategy into Work	33
Chapter 6	Sellebrate!	43
Chapter 7	The Network that Impacts Your Net Worth	47
Section II	<i>If the Shoe Fits...</i>	55
Chapter 8	Owners and Blood Stockholders	59
Chapter 9	Sales Managers	65
Chapter 10	Understanding Producers	67
Chapter 11	No More So-So Service Teams	73
Section III	<i>Growing a Sales Culture - It's Not Luck and It's Not Rocket Science</i>	77
Chapter 12	Down to Business	81
Chapter 13	Team Sales Management	89
Chapter 14	CRISP (Continuous Rapid Improvement Sales Process): Sales Meetings of the Winners, by the Winners, and for the Winners!	95
Chapter 15	Red Hot Introductions	113
Section IV	<i>The Flight Plan</i>	123
Chapter 16	Precall Strategies: Forethought	129

Chapter 17	The Wedge®: How to Stop Selling and Start Winning	135
Chapter 18	Keystone: Locking the Deal in Place	153
Chapter 19	Wedgeproofing and Cross-Selling Your Accounts	161
Section V	<i>The Million Dollar Producer</i>	165
Chapter 20	Vision Too: Seeing in Seven Figures	169
Chapter 21	Me, Inc.	175
Chapter 22	Twenty/20	183
Breaking the Sales Barrier Tools		187