

# Strong for Selling

**Insights, Encouragement and Quotes for the  
8 Personal Strengths Every Salesperson Needs**



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# What You Should Know about Being Strong for Sales

*Strong for Selling* is a book about 8 personal strengths you must have to become truly outstanding in sales.

This isn't a how-to book. Rather, it's a collection of insights, encouragements, and inspirational quotes. Each of the 8 chapters focuses on a special area of personal strength and includes ten of the most profound quotes on the topic.

The authors, Meredith Bell and Denny Coates, have a combined total of 50 years of entrepreneurial experience. During that time, they've been actively involved in marketing and sales to promote their products and services. In addition, since 1987, they've been teaching, writing and creating systems to help people develop the personal strengths needed to become stronger in work and life.

**Personal strengths** are behavior patterns that help you do the hard things when you're in tough situations. Unlike a sales technique or skill, personal strengths don't involve a specific way of doing things. The way you exercise perseverance, for example, will depend on the particular sales situation you find yourself in.

While there are dozens of personal strengths, we've included those that successful salespeople need most to deal with the obstacles, mistakes, and adversity that typically make goal achievement so challenging: Courage, Effort, Initiative, Optimism, Perseverance, Self-confidence, Self-development, and Self-discipline.

If you want to strengthen a behavior pattern, you have to use it. Consistent repetition of a pattern stimulates the neurons involved in the behavior to connect together into a neural pathway over time. Once the network is established, the behavior pattern is a life habit—a comfortable, natural way of reacting. It's a part of who you are, the way you typically deal with challenging situations.

This means that you can grow stronger as a person throughout your entire life. Use courage more often and courage becomes easier for you. Use optimism more consistently and it becomes the way you approach the challenges of life. The behavior patterns get stronger. You get stronger as a salesperson.

In sales, you'll want to make the best use of your strengths—and to work on improving the weaker areas.

And that's the ultimate usefulness of this book—to help you think more clearly about your own personal strengths, to help you understand these strengths better. It will inspire you to apply them in all areas of your life, thereby making the behavior patterns stronger. By consciously trying to do the hard things, you can grow stronger .

You'll learn the art and craft of selling best from experience in the real world. We suggest you focus on a single strength that interests you. Maybe it's an area in which you'd like more success. Read and think about the encouragement and what wise people have said about this topic. Then make a plan to use this strength in a specific sales situation. Afterwards, reflect on what happened, why it happened, the consequences and what you learned from the experience.

Later, you may want to learn more about ProStar Coach, a kind of online virtual gym with virtual coaching for you to exercise the people skills and personal strengths you need for selling. It has many innovative resources—a great place for you to “work out.” You'll find more information about ProStar Coach on the last page of this book and on this website: <http://www.prostarcoach.com>.

Enjoy!

# COURAGE

***Look past fear, and you'll see where the path leads.***



In selling, you're constantly thrown into unfamiliar situations where you meet new people who may or may not have an interest in what you're selling. Maybe you have to do cold-calling. Or you're expected to attend networking events where you don't know anyone. Or you've been given a new area with existing customers who've been neglected and are unhappy.



Venturing into unknown territory can seem scary. You're not sure what you might encounter! It's tempting to want to stick with what's familiar and comfortable. That way, you're less likely to make mistakes. Maybe you believe it's better not to take risks when the outcome is uncertain.

But the truth is, the only way to discover what's possible is to try bold things. If you don't, you'll never know whether you could have done more. Staying with the tried and true may feel safe, but you risk achieving far less than what you're really capable of.

You don't have to be a hero to take a risk. Ordinary people achieve extraordinary things every day. They experience concerns and fears, just as you do. But they take action anyway. And you can, too. You can have fear without being paralyzed by it. All you have to do is take the first step.

Usually you have a lot more to gain than you stand to lose. You can trust your abilities and charge ahead with confidence. Just go for it!

“Many of our fears are tissue paper thin, and a single courageous step would carry us through them.” - *Brendan Francis Behan, Irish author (1923-1964)*

“Courage is a special kind of knowledge: the knowledge of how to fear what ought to be feared and how not to fear what ought not to be feared.” - *David Ben-Gurion, Israeli prime minister (1886-1973)*

“Fortune favors the bold.” - *Virgil, Roman poet (B.C. 70-19)*

“What would life be if we had no courage to attempt anything?” - *Vincent Van Gogh, Dutch painter (1853-90)*

“It is not because things are difficult that we do not dare; it is because we do not dare that they are difficult.” - *Lucius Annaeus Seneca, Roman playwright (B.C 4-A.D. 65)*

“What would you attempt if you knew you could not fail?” - *Robert Schuller, American clergyman (1926- )*

“You have to accept whatever comes, and the only important thing is that you meet it with courage and with the best you have to give.” - *Eleanor Roosevelt, American diplomat (1884-1962)*

“Too much caution is bad for you. By avoiding things you fear, you may let yourself in for unhappy consequences. It is usually wiser to stand up to a scary-seeming experience and walk right into it, risking the bruises as hard knocks. You are likely to find it is not as tough as you had thought. Or you may find it plenty tough, but also discover you have what it takes to handle it.” - *Norman Vincent Peale, American author (1898-1993)*

“Courage is doing what you’re afraid to do. There can be no courage unless you’re scared.” - *Eddie Rickenbacker, American aviator (1890-1973)*

“Whatever you can do or dream you can, begin it; boldness has genius, power and magic in it.” - *Johann Wolfgang von Goethe, German poet (1749-1832)*

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***Leap the great leap, and you’ll cross the chasm.***

# EFFORT

***The harder you work, the luckier you'll get.***

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It's amazing what you can get done when you push yourself to your limits. And that's exactly what an outstanding salesperson often has to do. Sometimes success depends on your willingness to move faster, devote more personal energy and work longer hours.

Yet, when challenges slow your progress, it's hard to remember that something good might come from all your hard work. You might wonder whether the results you hope for are worth the physical aches and pains or the mental fatigue that you're experiencing along the way. It's natural to wish you were able to do something that didn't drain so much of your personal energy.

At times like this, remind yourself that while hard work might exhaust you, in the long run it's how you get what you want.

Almost always, a worthwhile goal requires tremendous effort and commitment. If your goal means that much to you, and if you're willing to do the tough stuff and not give up, you have an excellent chance of achieving it. The key is to have a goal you really care about so you give it your best effort even when you're tired.

Remember, you already have within you everything you need to give the required effort. You can concentrate on the challenge before you, no matter how difficult, and give it your best.



“Striving for success without hard work is like trying to harvest where you haven't planted.” - *David Bly, American politician (1952- )*

“Talent is cheaper than table salt. What separates the talented individual from the successful one is a lot of hard work.” - *Stephen King, American novelist (1947- )*

“Nothing will work unless you do.” - *John Wooden, American college basketball coach (1910-2010)*

“You just don't luck into things. You build them step by step, whether it's friendships or opportunities.” - *Barbara Bush, American first lady (1925- )*

“Without labor nothing prospers.” - *Sophocles, Greek playwright (B.C. 496-406)*

“Always make a total effort, even when the odds are against you.” - *Arnold Palmer, American professional golfer (1929- )*

“Fill the unforgiving minute with sixty seconds' worth of distance run.” - *Rudyard Kipling, British novelist (1865-1936)*

“The highest compliment that you can pay me is to say that I work hard every day.” - *Wayne Gretzky, Canadian ice hockey player (1961- )*

“Satisfaction lies in the effort, not in the attainment. Full effort is full victory.” - *Mohandas Gandhi, Indian religious leader (1869-1948)*

“The world belongs to the energetic.” - *Ralph Waldo Emerson, American philosopher (1803-1882)*

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***With more lightning and less thunder, you'll blow through the hard things.***

# INITIATIVE

***Take action, and you will feel its power.***



A strong seller doesn't wait to be told what to do. She just does it. She takes action when it matters most. She opens the door of opportunity and walks through it.

You might think of something new or exciting and then talk yourself out of actually following through. Fear of disapproval, criticism or rejection can cause you to keep your ideas to yourself. Self-doubt can set in and undermine your confidence.

That's because action is intimidating. You never know what roadblocks you'll encounter once you get started. You could invest a lot of energy and effort, then fail. It's hard to face people when you don't accomplish what you set out to do.



The reality is, nothing happens until you take action. Thought alone doesn't produce results. Successful salespeople will tell you that most of the things they try don't work. But they don't let that stop them. They learn as they go and do other things, knowing that eventually something they try will work. They get momentum through action.

Your unique talents and abilities will help you succeed—if you give them a chance. Don't let the fear of failure paralyze you. You'll be amazed at what you can accomplish once you get started. Just get going. Remember, your initial effort doesn't have to be perfect. The actions you take will teach you what you need to do next.

“You can't cross the sea merely by standing and staring at the water.” -  
*Rabindranath Tagore, Indian philosopher (1861-1941)*

“If opportunity doesn't knock, build a door.” - *Milton Berle, American comedian (1908-2002)*

“The critical ingredient is getting off your butt and doing something. It's as simple as that. A lot of people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week. But today. The true entrepreneur is a doer, not a dreamer.” - *Nolan Bushnell, American businessman (1943- )*

“Opportunities multiply as they are seized.” - *Sun Tzu, Chinese philosopher (Fl. B.C. 500-320)*

“The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and then starting on the first one.” - *Mark Twain, American novelist (1835-1910)*

“Heaven never helps the men who will not act.” - *Sophocles, Greek playwright (B.C. 496-406)*

“You will never win if you never begin.” - *Robert Schuller, American clergyman (1926- )*

“Do what you can, with what you have, where you are.” - *Theodore Roosevelt, American president (1858-1919)*

“The beginning is the most important part of the work.” - *Plato, Greek philosopher (B.C. 428-347)*

“In life, lots of people know what to do, but few people actually do what they know. Knowing is not enough! You must take action.” - *Anthony Robbins, American author (1960- )*

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***Build the door, and opportunity will knock.***

# OPTIMISM

***Fly through the dark clouds, and you'll see the blue skies of possibility.***



Bad things happen, usually when you least expect it. They happen at work. They happen in your personal life. For a salesperson, the question is how resilient are you? Does the blow cripple you, or do you get back up and make the most of what you have? Your success in selling depends on it.

Faced with adversity, it's easy to conclude that life's against you. The natural tendency is to focus on your pain and the negatives, completely overlooking any positive aspects of the situation. You can get discouraged and lose sight of your options.

Your beliefs and attitudes dramatically affect what you do and what happens next. When you're pessimistic, you anticipate and dwell on the worst-case scenario. You create a movie in your mind of the result you don't want and play it over and over. But focusing on your worst fears won't lead you to solutions.

Stopping this vicious cycle doesn't mean putting on rose-colored glasses and pretending that everything is right with the world. It means recognizing that every situation has both positives and negatives. With optimism, you see both aspects, and you decide to study the possibilities and opportunities instead of the difficulties and limitations.

The attitude you bring to a sales situation strongly influences its outcome. If you're convinced things will turn out badly, you probably won't take steps to achieve the best result. Open your mind to the positives as well as the negatives, and your worldview will be more complete. If you acknowledge what you have going for you, you can use those resources to make more sales.



“Things turn out best for people who make the best of the way things turn out.” - *John Wooden, American college basketball coach (1910-2010)*

“Positive thinking will let you do everything better than negative thinking will.” - *Zig Ziglar, American author (1926- )*

“Not getting what you want is sometimes a wonderful stroke of luck.” - *Dalai Lama, Tibetan religious leader (1935- )*

“Life is not a matter of holding good cards, but sometimes, playing a poor hand well.” - *Jack London, American novelist (1876-1916)*

“Opportunity dances with those who are already on the dance floor.” - *H. Jackson Brown, American author (1940- )*

“Our real blessings often appear to us in the shape of pains, losses and disappointments.” - *Joseph Addison, British essayist (1672-1719)*

“A wise man will make more opportunities than he finds.” - *Francis Bacon, British philosopher (1561-1626)*

“He is a wise man who does not grieve for the things which he has not, but rejoices for those which he has.” - *Epictetus, Greek philosopher (50-138)*

“Now is no time to think of what you do not have. Think of what you can do with what there is.” - *Ernest Hemingway, American novelist (1899-1961)*

“Worry is interest paid on trouble before it falls due.” - *William Inge, American playwright (1913-1973)*

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***See disaster as opportunity, and you'll remake things better than ever.***

# PERSEVERANCE

***Simply refuse to quit, and you'll go further than you thought possible.***

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Once you give up, the game is over. As a salesperson, perseverance is an absolute necessity. If you refuse to quit, you'll hang in there when less dedicated people have walked away.

But it won't be easy. Major setbacks happen all the time, and they're painful. They can drain your strength and your resolve. You may even feel like throwing in the towel. You can lose the motivation to go on. After discouragement, it may be hard to believe that the outcome you hoped for is still worth the effort.



When you're working on a challenging sale, expect that there will be obstacles and disappointments. That way, when adversity happens, it won't surprise you.

As long as there's any chance at all that you can make the sale, simply refuse to quit—no matter what. People quit all the time. Just decide that after most people have dropped out, you'll be one of those still in the game.

Then fill your mind with a clear mental image of what you want to achieve. Visualize the desired outcome that inspires you, even when you're tired. You can avoid being overwhelmed if you focus on just the next step. Take it one step at a time, and you'll eventually reach your goal.

And finally, don't let discouragement, fatigue, or criticism keep you from achieving your goal. Even though you'll be challenged by mistakes and failures, you can use them to help you continue moving forward. Think of them as lessons that help you learn to take a smarter approach next time.

“Constant dripping hollows out a stone.” - *Lucretius, Roman poet (ca, 99 B.C.-ca. 55 B.C.)*

“You may have to fight a battle more than once to win it.” - *Margaret Thatcher, British prime minister (1925- )*

“I'd like people to know that you can recover from life adversity. You don't have to give up because you've been down a lot of times.” - *Ray Charles, American singer-composer (1930-2004)*

“Never let the fear of striking out get in your way.” - *Babe Ruth, American professional baseball player (1895-1948)*

“It's a little like wrestling a gorilla. You don't quit when you're tired, you quit when the gorilla is tired.” - *Robert Strauss, American politician (1918- )*

“Being defeated is often only a temporary condition. Giving up is what makes it permanent.” - *Marilyn vos Savant, American author (1946- )*

“People of mediocre ability sometimes achieve outstanding success because they don't know when to quit.” - *George Allen, American professional football coach (1918-1990)*

“When you get into a tight place and everything goes against you, till it seems as though you could not hold a minute longer, never give up then, for that is just the place and time that the tide will turn.” - *Henry Ward Beecher, American author (1813-1887)*

“My greatest point is my persistence. I never give up in a match.” - *Bjorn Borg, Swedish professional tennis player (1956- )*

“The one quality all successful people have is persistence. They're willing to spend more time accomplishing a task and to persevere in the face of many difficult odds.” - *Joyce Brothers, American psychologist (1925- )*

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***Keep swinging and the hits will come.***

# SELF-CONFIDENCE

***Make confidence your ally, and you'll win most of your battles.***



Most of the time, sales success depends on bold action. But it's tough to do that without self-confidence. Confidence—and the lack of it—are contagious. If you approach your prospects and customers with confidence, they will respond positively to you. When you're hesitant or unsure of yourself, they doubt your capabilities and message.



Any time you take on something unfamiliar like a new account, a new prospect, or a new responsibility, it's natural to wonder if you can handle it. After all, you've never done *this* before. You may wonder if you have the ability to do it. You may worry about failing or looking bad.

The fact is, you've taken on lots of new things throughout your life, and you probably did well with most of them. You learned from your mistakes, and you avoided repeating them later. Even if you're taking on something you've never done before, you can be confident that you've got what it takes to handle the situation.

Whenever you find yourself questioning your ability to handle a particular sales situation, go through this exercise. Instead of worrying about what could go wrong, make a list of past successes you've had in your life. Focus on the ones you're most proud of. What strengths, talents and skills did you draw on? Remember how good you felt when you were successful. Acknowledge the confidence you gained, knowing you had what it took to accomplish the task.

You face new challenges all the time, because that's how selling is. Acknowledge that you've already earned the right to be confident, and you have within you everything you need to deal with the next one. Remembering this will boost self-confidence and help you deal effectively with every new sales opportunity.

“The will to do springs from the knowledge that we can do.” - *James Allen, British essayist (1864-1912)*

“Believe you can and you’re halfway there.” - *Theodore Roosevelt, American president (1858-1919)*

“The most fearful unbelief is unbelief in yourself.” - *Thomas Carlyle, British essayist (1795-1881)*

“Our doubts are traitors, and make us lose the good we often might win, by fearing to attempt.” - *William Shakespeare, British playwright (1564-1616)*

“Confidence is the result of hours and days and weeks and years of constant work and dedication.” - *Roger Staubach, American professional football player (1942- )*

“There's a big difference between confidence and conceit. To me, conceit is bragging about yourself. Being confident means you believe you can get the job done.” - *Johnny Unitas, American professional football player (1933-2002)*

“If you don't think you can, you won't.” - *Jerry West, American professional basketball player (1938- )*

“If you doubt you can accomplish something, then you can't accomplish it. You have to have confidence in your ability, and then be tough enough to follow through.” - *Rosalynn Carter, American first lady (1927- )*

“People become really quite remarkable when they start thinking that they can do things. When they believe in themselves they have the first secret of success.” - *Norman Vincent Peale, American author (1898-1993)*

“Believe in yourself, even when no one else does.” - *Harvey Mackay, American author (1933- )*

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***Learn, work and achieve; for all your confidence will be earned.***

# SELF-DEVELOPMENT

***Invest in your self-improvement, and you'll earn the highest dividends.***

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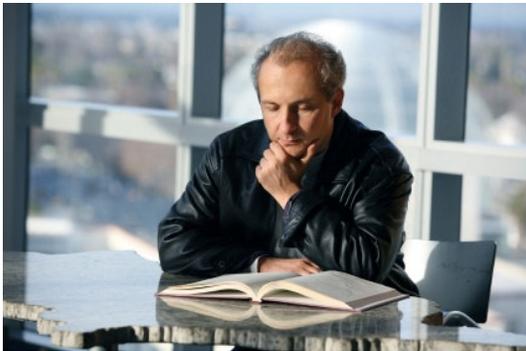
If you're in sales, you need a combination of selling skills, people skills, and product knowledge. And you don't learn these overnight. You acquire this know-how over a period of months or years of experience in the field.

There's always more to learn, so it doesn't make sense for you to ever say you've "arrived." The truth is, you need to learn faster than ever just to keep pace with the challenges of the changing sales environments. And you can never know enough about people, who will always surprise you!

But sometimes when you're faced with learning something new, you may feel resistance. Maybe you think it'll be too much work or you'll be uncomfortable trying a different approach. Sure, it's easier to stick with what you already know. But then you wouldn't be prepared for new opportunities.

No one can make you learn anything. So getting stronger in your sales job is your responsibility. And there are a million ways to do it. You can read articles and books and watch videos. You can also find a mentor, someone with experience that you can talk to when you have a question. And remember that

the best teacher is experience. Take on challenges and learn from them.



Make learning and self-development a part of your job description. The more you know, the more you can do, the more valuable you become. Be a lifelong learner. Seek new knowledge, skills and wisdom, and you'll be prepared to handle any sales situation that comes your way.

“When you make a mistake or get ridiculed or rejected, look at mistakes as learning experiences, and ridicule as ignorance. Look at rejection as part of one performance, not as a turn down of the performer.” - *Denis Waitley, American author (1933- )*

“It's what you learn after you know it all that counts.” - *John Wooden, American college basketball coach (1910-2010)*

“Every person you meet—and everything you do in life—is an opportunity to learn something.” - *Tom Clancy, American novelist (1947- )*

“The best of all things is to learn. Money can be lost or stolen, health and strength may fail, but what you have committed to your mind is yours forever.” - *Louis L'Amour, American novelist (1908-1988)*

“Habit is a cable; we weave a thread of it each day, and at last we cannot break it.” - *Horace Mann, American educator (1796-1859)*

“When you lose, don't lose the lesson.” - *Dalai Lama, Tibetan religious leader (1935- )*

“Ever since I was a child I have had this instinctive urge for expansion and growth. To me, the function and duty of a quality human being is the sincere and honest development of one's potential.” - *Bruce Lee, Chinese actor (1940-1973)*

“If I have been able to see farther than others, it was because I stood on the shoulders of giants.” - *Isaac Newton, British scientist (1642-1727)*

“The purpose of learning is growth, and our minds, unlike our bodies, can continue growing as we continue to live.” - *Alfred Adler, Austrian psychiatrist (1870-1937)*

“Still I am learning.” - *Michelangelo Buonarroti, Italian artist (1475-1564)*

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***Think of failure as fertilizer, and wisdom will have a place to grow.***

# SELF-DISCIPLINE

***Get control of yourself, and you'll set yourself free.***

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When you're in sales, you don't control everything. But you can control how you spend your time. What should you be investing your time in? Nearly always, it's this—doing the activities that result in sales.

What you *should* do is often at odds with what you *want* to do. It's tough to stay on track and follow through, especially when you could be doing something more fun. That's why many people don't reach their goals. They don't say “no” to the easy stuff and say “yes” to the hard stuff often enough. But without self-discipline, you can't get the important things done.

The first step is to recognize that self-control comes from within. No one can give you discipline. Don't blame circumstances or other people for your failure to stay on track. Take responsibility for what you want to achieve.



Next, make a conscious decision to control your thoughts and actions. Put yourself under a self-imposed plan with start times, stop times and deadlines. Stick with your schedule, even when you're tired or you feel lazy. Just say no to lesser priorities and do what you committed to do.

Finally, keep track. Measure your progress at the end of the day, and hold yourself accountable for what you accomplished. At the same time, review the payoffs you got from completing these tasks. This will fuel your motivation and help you stick with your plan.

Remember, you've concentrated your efforts many times before, even when it wasn't easy. You're strong enough to block out distractions and do what you have to do to reach your sales goal.

“Talent without discipline is like an octopus on roller skates. There's plenty of movement, but you never know if it's going to be forward, backwards, or sideways.” - *H. Jackson Brown, American author (1940- )*

“There never has been, and cannot be, a good life without self-control.” - *Leo Tolstoy, Russian novelist (1828-1910)*

“In reading the lives of great men, I found that the first victory they won was over themselves... self-discipline with all of them came first.” - *Harry Truman, American president (1884-1972)*

“To conquer oneself is a greater task than conquering others.” - *Buddha, Indian founder of Buddhism (B.C. 563-483)*

“The first and best victory is to conquer self.” - *Plato, Greek philosopher (B.C. 428-347)*

“Those who make the worst use of their time are the first to complain of its shortness.” - *Jean de la Bruyère, French author (1645-1696)*

“How different our lives are when we really know what is deeply important to us, and keeping that picture in mind, we manage ourselves each day to be and to do what really matters most.” - *Stephen Covey, American author (1932- )*

“Things which matter most must never be at the mercy of things which matter least.” - *Johann Wolfgang von Goethe, German poet (1749-1832)*

“You will never find time for anything. You must make it.” - *Charles Buxton, British aviator (1823-1871)*

“Discipline is the bridge between goals and accomplishment.” - *Jim Rohn, American author (1930-2009)*

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***Do the important stuff now, and you'll have lots of time later for everything else.***

## The Authors



### **Meredith M. Bell, M.A.**

Meredith loves encouraging action-oriented people to make changes that help them achieve greater success. She's been doing this as president of Performance Support Systems (PSS) since 1987. During that time, Meredith has coached thousands of business leaders and salespeople.

Meredith is a major contributor to the learning materials in all the company's products, especially ProStar Coach. This unique virtual coaching system combines assessment, learning resources and a self-selected coaching network to help people ingrain skills and new behavior patterns.

During her professional career of more than 37 years, Meredith has been in the role of coaching, encouraging and helping others deal with their challenges. Known on the Internet as Your Voice of Encouragement, Meredith regularly shares encouraging insights she's gained in her life's journey.

As the head of marketing and sales for the company, Meredith is always looking for great joint-venture and affiliate relationships. You can contact her at [meredith@prostarcoach.com](mailto:meredith@prostarcoach.com).



### **Dennis E. Coates, Ph.D.**

Denny is the creator of ProStar Coach, a new kind of online virtual coaching service for developing personal strength and people skills. He's been in the learning and development business for over 35 years, and CEO of Performance Support Systems, Inc., since 1987. During that time, he has focused on helping people learn and grow stronger for the challenges of life and work.

In 1994 Denny created 20/20 Insight, an online multi-source survey platform. Since then it has been used by millions of people worldwide to assess and develop managers and employees. These days he designs new features and writes content for the innovative ProStar Coach online self-directed learning program, which supports continuous reinforcement of skills and behavior patterns.

For decades, he's been pursuing two questions. How do people learn - how does it really happen in the brain? And what can people learn that will make the biggest difference in their lives? Denny can be reached at [ideas@prostarcoach.com](mailto:ideas@prostarcoach.com).

The quotes, insights and encouragements you've read in *Strong for Selling* are just the tip of the iceberg. If you're serious about experiencing greater success in sales, find out what **ProStar Coach** can do for you!



Building physical strength takes a dedicated, long-term effort, and building strength as a salesperson is no different. It takes a steady regimen of focus, action and reflection on the job to ingrain sales skills and effective behavior patterns.

When building physical strength, it helps to belong to a gym where you have access to workout equipment and a personal trainer. ***ProStar Coach is your 24/7 online virtual gym and personal trainer for developing personal strengths and skills.***

With ProStar Coach you can:

- ✚ Identify your top strengths, so you leverage them more effectively.
- ✚ Pursue the one area for improvement that would have the biggest impact in your life and work.
- ✚ Master people skills, which are critical to making more sales and getting a steady stream of referrals.
- ✚ Use a wealth of multi-media resources to develop any of the 40 personal strengths (only 8 were covered in this book).
- ✚ Access the self-development “exercise equipment” and “personal trainer” coaching anywhere, anytime, as often as you want, for as long as you want.
- ✚ Set up your own Coaching Network with people who care about your development in sales, to get their input, coaching and encouragement.

**Discover how ProStar Coach can make YOU a stronger seller!**

**<http://www.ProStarCoach.com>**