



Kick Your Own Ass: The Will, Skill, and Drill of Selling More Than You Ever Thought Possible

Robert Johnson

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The Ultimate Sales Boot Camp

According to research by the American Society for Training & Development, more than 80% of salespeople fail to reach their objectives. With such a high percentage of salespeople missing their mark, something is obviously missing.

Kick Your Own Ass empowers you to fill this gap by focusing on, not only your selling process and your skills development, but also your self-confidence, motivation, and your life and career. These three critical elements together are called the “Will, Skill, and Drill” of selling. In *Kick Your Own Ass*, you’ll find out how to build them up with

- Innovative ways to take responsibility for your success
- A simple five-step process for goal-setting and attainment
- A core-selling and communication methodology based on creating awareness and choice for the client, which results in happier customer relationships

As the title suggests, *Kick Your Own Ass* isn’t for those who like to take the easy way out, leave the job half-done, or otherwise slack off. So if you’re ready to really take your selling to the next level, get this book and get kicking!



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