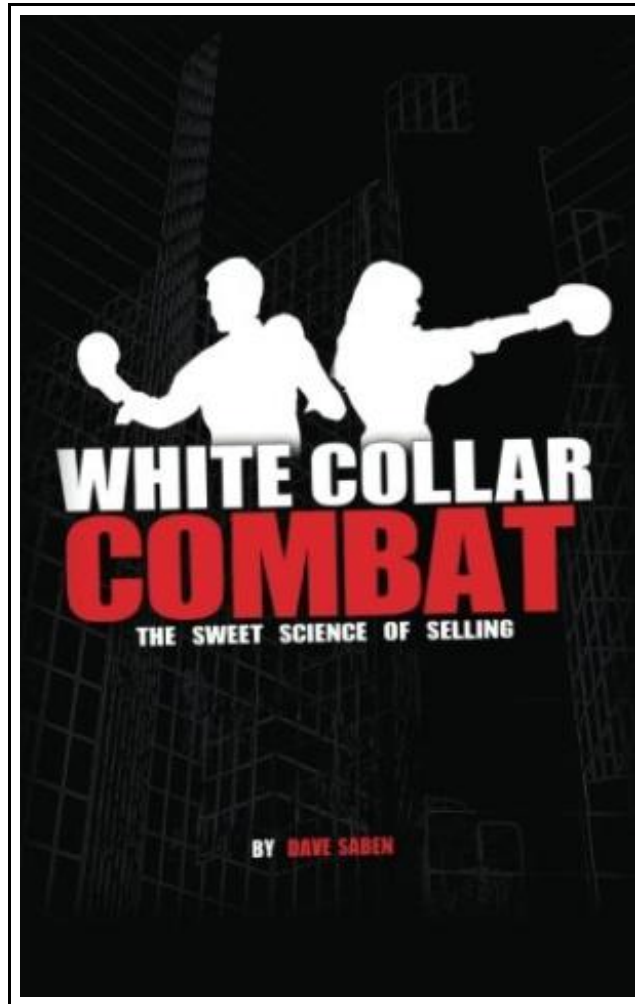


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CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 204 pages. Dimensions: 7.9in. x 5.0in. x 0.6in. White Collar Combat No matter what shape you're currently in, you're here reading about a book called White Collar Combat because, let's face it, you've been knocked down a time or two and want to quit getting your ass kicked! This is not your father's sales methodology. This is written for the modern sales combatant, living in a world with CRMs and cells. As a boxing practitioner, enthusiast and sales combat veteran, I'm here to tell you that to become a professional sales person you will need to train your mind and body with the same dedication as a professional boxer. To an uneducated observer, boxing appears to be a brutal, harsh and unrefined sport. Two people stand on opposite ends of a 20 by 20 square. Once a bell rings, their tightly-coiled bodies collide in a fiery dance of movement and intentional violence. But boxing is not what it appears. It is a calculated sport centered on technique, intelligence, skill, desire and effective aggressiveness. It is the truest of all sports; the one featuring the most moments of pure physical or spiritual truth. Anyone who tells you that boxing is a battle of fists has never stood in a ring and exchanged blows with a worthy opponent. It is more a test of wills than anything else. In boxing there are no excuses, lies or cowardice. Boxers endure physical punishment every day and embrace the pain in order to learn an opponent's weakness as well as hone their own inherent strengths. The person who wins is not necessarily the strongest or the biggest fighter in the ring, but the one who imposes their will on their opponent...

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