

## Barry Moniak Presents

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### Fear ... Friend or Foe?

#### *What's possible in sales when fear is your friend?*



*"Novice skiers on steep, slippery slopes, fear that gravity will pull them down the mountain to their doom. Expert skiers see gravity as their best friend. As we befriend that which we fear, the force we dread creates the momentum we crave." ~ Barry Moniak*

We've all felt the powerful force of fear. It limits our ability to function, even paralyzes us – or gives us temporary super-human speed and strength (*like someone lifting a heavy object off a trapped child*).

The first step to befriendng a fear is determining whether the fear is real or projected – even though our emotional experience of fear is exactly the same either way.

Regardless if our fear is real or imagined, the feeling is very real. In either case the experience of fear, and how we process it, is unique to each of us. This applies to buyers and sellers as well. In the sales process the question is: Does fear work against us or for us? Is it our foe – or our friend?

Real or imagined, fear is our friend. It either warns and protects us – or inspires us to acquire the knowledge and skill we may currently be lacking.

The neurological response to fear produces the same chemical response in our physiology as enthusiasm or excitement. So, having a friendship with fear can be invigorating – even fun – *when we welcome and honor it*. Fear is never our foe *when we face, embrace and befriend it*.

With the mindset/skillset of "fear is my friend," we transform mindless destructive reaction into mindful constructive response.

Barry's been a practicing sales leadership consultant / trainer for 30 years. In his deeply insightful and entertaining presentations, you experience delightful personal experiences and profound professional discovery.

There are speakers who consult and consultants who speak. Barry's both. Experience and expertise come to life in customized presentations – creating an amazing event.

This is the *End In Mind* we have for you.



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*"Mindful sales leaders create fearless winning teams"*