



## Barry Moniak Presents

---

### Fearless Critical Thinking

#### *Is critical thinking critical to success?*

*"The key to winning consistently, is to consistently do better – not just more. This requires fearless critical thinking."  
~ Barry Moniak*

Relationships with our sales force and our customers are enhanced by using disciplined, rational, open-minded, informed thinking.

We challenge others' thinking, don't we? Are we afraid to challenge our own? Are we willing to vacate familiar preconceptions that we've always relied on in making vital decisions?

Do we believe in those we do business with, or are we afraid to see who they truly are and how they really think?

Critical thinking faces and embraces fear of the unknown. It de-villainizes and befriends differences as it values the unique traits, talents, mindset/skillset of others – especially our prospects and clients. This is crucial to sales success.

Extraordinary sales leaders use critical thinking to understand, not assume, the ideas and feelings of others without fear or judgement. They ask pertinent questions, without fear of the answers, to discover who they are talking to.

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.



EndInMind.com  
Barry@EndInMind.com  
(801) 474-3500

*"Mission-minded leaders create fearless winning teams"*