

"If you're going to quit, quit before you start. Reject the system. Don't play the game if you realize you can't be the best in the world." pg.43

"The next time you catch yourself being average when you feel like quitting, realize that you only have two good choices: Quit or be exceptional. Average is for losers. ... Average feels safe, but it's not. It's invisible. It's the last choice — the path of least resistance. The temptation to be average is just another kind of quitting... the kind to be avoided." pg.44

"I don't think the best salespeople are the ones who are always in your face, always asking for the order, always pushing. Selling is about a transference of emotion, not a presentation of facts. If it were just a presentation of facts, the a PDF flyer or a Web site would be sufficient to make the phone ring." pg.47

"Quitting is better than coping because quitting frees you up to excel at something else." pg.64