

HEALTHY SALES

TABLE OF CONTENTS

SECTION 1

THE ULTIMATE SALES TOOL	1
<i>Supercharged Sales!</i>	3
<i>How To Use This Guide</i>	6

SECTION 2

ENERGIZE YOUR LIFE	9
<i>Feed Your Brain</i>	11
<i>Move Your Body</i>	22
<i>Drink Up</i>	26
<i>Improve Your Immunity</i>	30
<i>Go To Bed</i>	34
<i>What's Up Doc?</i>	39

SECTION 3

EATING OUT	41
<i>Must-Know Basics</i>	43
<i>Fast Food</i>	49
<i>All American</i>	71
<i>Chinese Express</i>	91
<i>A Taste Of Mexico</i>	99
<i>That's Italian</i>	109
<i>Restaurant Index</i>	119

SUPERCHARGED SALES!

As a sales professional, you've probably read countless books and attended dozens of seminars promising to help you sell better and make more money. But your ultimate sales tool—the one thing that can both improve the quality of your life and put more money in your pocket—is something most sales professionals never think of. This tool makes tackling that long list of phone calls easier because it helps you avoid the afternoon slump. It keeps hours spent on the road or in the air from physically and mentally draining you. It gives you the focus you need to attack monotonous paperwork and sales reports. It gives you the energy to live your life to the absolute fullest—both on and off the job.

So what is this miraculous, life-changing tool? It's your health.

4 Healthy Sales

The healthier you are, the more you can do, and the better you can do it. Which leads to one very basic question. How do *you* improve your health? Especially in *your* line of work?

We all know being in sales comes with a whole host of challenges that seem to not only work against improving your health, but even *trying* to improve your health. And most people don't understand those challenges. Much of the traditional health advice out there simply doesn't fit your reality. I know. I face most of those same challenges myself.

AND THE RESEARCH SAYS...

- A recent study at Columbia University found that people who travel for work two or more weeks a month are more likely to be overweight and have poor health than those who travel less often.
- Obesity levels are nearly twice as likely for those who travel 20 days or more a month compared to those who travel six days or less a month.

You probably could've guessed that yourself.



For over twenty years now I've helped people increase their performance and productivity by improving their health. As a nutritionist and health expert I have the advantage of knowing the scientific facts and latest research. But that isn't necessarily what's helped me help others so much. What I do personally, in my own life, is what's really been the key for translating what I know into life-changing revelations for my clients and audiences.

Being a speaker, author, and entrepreneur means being on the road—a lot. I do some television and radio, too. I have to sleep in a lot of different beds, sit and autograph hundreds of books, and eat a lot of airport food. Most of my days aren't ruled by the type of schedule that allows for the ideal diet and exercise routine. Sometimes I'm stuck in an airport for hours. Then, of course, I have to play catch-up when I get back to the office. You probably know the routine.

And early in my career, that routine started taking its toll – yes, even on me, a professional nutritionist! I gained weight, my energy level dropped, and I realized that if I really wanted to be successful and stay in this business long-term, I needed to come up with some specific, realistic, usable, and flexible ways to maximize my health.

All those books you've read and sales seminars

6 Healthy Sales

you've attended and gurus you've listened to no doubt have given you good advice. But they don't even begin to address this basic, irrefutable fact—if you're not at 100%, you're not going to sell at 100%. And how much is that going to cost you over the course of your career? Or your life?

That's why I wrote this book.

HOW TO USE THIS GUIDE

I created this guide to be *used*, not just read. Please don't thumb through it and put it on a shelf. Nothing would make me happier than to someday meet you and see your copy marked-up, highlighted, dog-eared, and flagged with post-it notes.

And don't be fooled by the size of this book. It's jammed-packed with information you can use. I purposely made the dimensions small so it can fit into a man's suit coat pocket or woman's purse. I hope you take this book with you, especially when you travel or eat out. Here's what you'll find in the rest of this book:

■ SECTION 2: ENERGIZE YOUR LIFE

In this section, I address the most critical aspects of what it takes to rev up your health

and energy. You'll review some familiar basics but I guarantee you'll also discover lots of new-to-you information that can make a big difference in how you feel and perform today. And remember, you don't have to do everything all at once. You can start by picking a few strategies and add more along the way. The only changes that are going to do you any good are the changes that last. The only changes that last are the slow changes you can actually build into your routine. Build on your successes.

■ **SECTION 3: EATING OUT**

Today, most Americans spend about 50% of their food budget on food consumed outside the home. In this section you'll find must-know information on eating out. There's lots of tips and "Well, Yes and No" lists of menu choices at some 40 different restaurants. "YES" choices are either truly healthy or healthy compared to other available choices. "NO" items are generally meant to either show you the worst possible choices or alert you to the amount of fat and/or calories in a particular item. These lists aren't necessarily exhaustive; there may be other good and not-so-good choices that aren't listed here. Nevertheless, the information that *is* here will take you a long way toward improving your health and performance.