

WISDOM OF VINCENT T. LOMBARDI

with wise omments by A.L. "Al" Simon in italics

1. Control the Ball

- 1.1. Know your Product ... your Company ... yourself*
- 1.2. Have Confidence*
- 1.3. Control the Direction of the Negotiation*
- 1.4. Know how to Open the Negotiation; then Lead it, ...
diplomatically ... but You lead it.*

2. Make that 2nd Effort

- 2.1. Make one more try ... do one more thing to try to overcome
resistance*
- 2.2. Attempt a new "tack"*

3. Fatigue Makes Cowards of us All

- 3.1. Be in the Pink of Condition. You think better and act better and
you have a more Positive Attitude*
- 3.2. Get enough sleep*
- 3.3. Get enough exercise*
- 3.4. Be moderate in drinking, eating, etc.*

4. Mental Toughness is Essential to Success

- 4.1. Discipline your Thinking*
- 4.2. Control Negative Thought*
- 4.3. Carry on NO MATTER WHAT the obstacles are*
- 4.4. Refuse to Give Up*
- 4.5. If the Going gets Tough ... you get Tougher!*

5. Operate on Lombardi Time