SALES

Sell or Be Sold

by Grant Cardone

Every job, date, raise, and deal in life is a sale - learn to sell or spend life being sold.

BEST POINTS FROM THE BOOK

01 **Selling is not a job - it is a way of life, and everything is a sale.**

Jobs, raises, dates, even your health are commissions you earn by persuading others - and yourself. Refuse to sell, and you spend your life being sold.

02 **The most important sale is yourself: only to the degree you are sold can you sell.**

Be so convinced your product is the best option that you become unreasonable about it. Buyers feel conviction - and they feel doubt even faster.

03 **Commit like a great: go all in, take massive action, and study your sales until you can predict them.**

Amateurs dabble and guess. Professionals burn the ships and record every call and objection until patterns appear - and prediction, not hope, is what closes.

04 **Price is a myth - it is almost never the real reason people don't buy.**

Buyers gladly trade money for something they love and trust to solve their problem. When a sale dies, the salesperson stopped it - not the customer, and not the price.

05 **You are in the people business, not the product business.**

Selling is 80 percent people and 20 percent product. Know the person first - what they want, fear, and care about - and product knowledge finally starts to pay.

06 **Always, always agree with the customer.**

Cardone calls this the most important - and most commonly violated - rule in all of selling. Agreement keeps the door open; arguing makes buyers dig in.

07 **People believe what they see, not what they hear - so show it, and write it down.**

Never sell or negotiate with words alone. Figures, proof, and proposals on paper build the trust that makes buyers decide.

08 **Give, give, give: selling is giving, not getting.**

Service is senior to selling. Give each prospect your full attention, energy, and information without holding anything back - the only way to receive is to give first.

09 **Hard sell means you never stop asking.**

The moment you quit asking, the deal is dead. Staying in the close - calmly and repeatedly - is what separates consistent closers from amateurs.

10 **Work your power base: the people who already know you are your surest income.**

Stay in touch with past customers and everyone in your circle; Cardone followed up with some clients for years before they bought. Neglect them and your career stays fragile.

11 **Run the same five steps on every sale: greet, find wants and needs, present and build value, make a proposal, then close - or let them exit.**

Always make a proposal, even before the buyer feels ready; with no figures on the table there is nothing to agree to. The process serves the customer first, you second, management last.

12 **A great attitude is worth more than a great product.**

People pay more for a positive, enjoyable experience, and your attitude is set by the people and media you surround yourself with. A product can be shopped - an attitude can't be beaten on price.

THE BOOK, IN SHORT

Selling, Cardone argues, is a prerequisite for life - as vital as food, water, and oxygen. Every exchange of ideas is a sale: the employee selling a boss on a raise, the parent selling a child on vegetables, the doctor whose patients only heal if he can sell them on following his instructions. Salespeople make the world go round, because nothing moves - no product, no company, no economy - until somebody sells something. Your ability to persuade, negotiate, and convince will decide how well you do in every area of life, whether or not 'sales' is your job title.

Before technique comes commitment. Most salespeople are amateurs: uncommitted and guessing. The greats decide to go all in, take massive amounts of action, and turn themselves into students - recording calls, logging every objection in a notebook, studying the patterns until they can predict what a buyer will say before he says it. Prediction is the professional's edge. And success itself is treated as a duty, obligation, and responsibility: never an option, never luck, and never someone else's fault.

The foundation sale is to yourself. The book calls it the most important sale of all: you must be sold on your product, your company, and yourself with total conviction - so sold that you become unreasonable. A salesperson carrying doubt leaks it into every word, and buyers walk away without knowing why. Cardone's test is blunt: would you buy it yourself, at that price, with your own money?

Then come the rules for handling buyers. Price is a myth - it sits at the bottom of the real reasons people don't buy; buyers trade their money for love of the product and confidence that it solves their problem, and there is no shortage of money to be had: 'second money' is easier to get than the first. You are in the people business - 80 percent people, 20 percent product - so know the person before the product. Always agree with the customer, because agreement, not argument, is what moves a sale forward. Build trust by showing rather than telling: people believe what they can see, so back every claim with proof and put proposals and promises in writing. And give, give, give - service is senior to selling, and a customer who gets your full, undivided attention becomes the easiest person in the world to help buy.

Finally, the process and the persistence. Hard selling means you keep asking, because the deal dies the moment you stop. You work your power base of past customers and people who already know you, follow up for as long as it takes, guard your time like money, and protect your attitude - a great one, the book insists, is worth more than a great product. Every sale runs the same five steps: greet, determine wants and needs, select the product and present it to build value, make a proposal, then close the deal or let the buyer exit. And because none of this survives on talent alone, the professional trains, drills, and rehearses every day, so that when the moment comes, the response is already there.

DO THIS WEEK

Run Cardone's prediction drill this week: write down every objection, stall, and question you hear, word for word, and each night script your answer to each one. In live conversations, use the magic of agreement on every objection - agree first, then redirect. Before the week ends, contact five people from your power base - past customers or people who already know and like you - just to stay in touch.

By Grant Cardone, first published 2012. Read it if you sell anything - a product, a service, or yourself - for a living.