



New Sell or Be Sold *Quick Read*
with *Video Narratives* by Grant Cardone



SELL

OR BE

SOLD



HOW TO GET YOUR WAY IN BUSINESS AND IN LIFE

GRANT CARDONE

SELL OR BE SOLD

HOW TO GET YOUR WAY IN BUSINESS AND IN LIFE

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GRANT CARDONE

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STEP 3:

Enjoy watching Grant Cardone summarize each chapter of “*Sell or Be Sold*.”



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1

Selling — A Way of Life

Selling impacts every person on this planet! No matter what your position or job is in life your ability and inability to sell, persuade, negotiate, convince, and get agreement from others will affect every area of your life and will determine how well you survive.

TAKEAWAY:

In the past week, what are three things you accomplished that required you to use your sales skills?



Selling is critical to survival.



2

Salespeople Make the World Go Round

Salespeople drive products, individual businesses, complete industries, and whole economies. Selling is an opportunity for you to work for yourself, be accountable to yourself, and make your dreams come true.

TAKEAWAY:

What are three freedoms that come from selling?



There are no limits.

3

Professional or Amateur

A professional is a person who is engaged in a specified activity as his or her main paid occupation rather than as a pastime.

An amateur is a person who engages in a pursuit, study, science, or sport as a pastime rather than a profession, or one lacking in experience and competence in an art or science.

The difference between mediocrity and greatness lies in being committed to your profession and being consumed by the desire to be great and the dedication to learn the trade.

TAKEAWAY:

Write down two ways you can be a professional in your industry.



The difference between mediocrity and greatness lies in being committed.

4

The Greats

Power of Prediction: The skill of knowing what will happen next. You can predict results and get them.

Becoming one of the greats in your field comes down to your level of commitment and dedication. The greats can predict with accuracy, a skill that comes from committing, observing, and preparing for solutions.

Commitment: To devote oneself completely to something.

Are you ready to become great?

TAKEAWAY:

Write down an example of something you didn't fully commit to and the result.



Those who understand selling will get their way in life and those who don't, won't!

5

The Most Important Sale

The Most Important Sale: Only to the degree you are sold can you sell.
Get yourself sold completely and over and over again!

You have to be utterly convinced and believe in your product, service, company, and idea so strongly that you become unreasonable.

TAKEAWAY:

Write down three lessons you were given in life that suggest you should be reasonable. Do the opposite and become unreasonable.



Commit to one outcome only — success.



6

The Price Myth

Most salespeople believe that the number one reason they lose a sale is price.

False! Successfully getting a sale is about the buyer having confidence that the product is the right one and the salesperson taking time to sell features and benefits.

Customers buy products that have advantages in excess of the cost and because they love the product or it solves a problem or both.

TAKEAWAY:

Write down three examples of times when you bought something you could not afford because it solved a problem or you loved it so much you had to buy it.



Customers buy products that have advantages in excess of the cost.

7

Your Buyer's Money

Millions of people on this planet have a false idea that there is a money shortage. Did you know that there's enough money circulating on this planet for every human being to have a net worth of \$1 Billion?

Believe it or not, people love to spend money, and the more money they spend, the more they enjoy spending it and the more they will enjoy their decision. The more money spent the better they feel.

TAKEAWAY:

Why would you feel better spending more rather than less?



**Money is a mental issue,
not a shortage issue.**



8

You Are in the People Business

You are in the people business, not the product business. People are senior to products!

When a customer goes out looking for a product, they don't care how much you know about the product, they only care about themselves: their time, their money and doing the best thing for themselves.

True communication requires questioning what is important to people, so you can identify what they actually want and then deliver it.

TAKEAWAY:

While it is important to be an expert on your product, why is it more important for you to become a people expert?



**Selling is 80% people
and 20% product.**

9

The Magic of the Agreement

ALWAYS, ALWAYS, ALWAYS agree with the customer. This is senior to all other rules in selling! If you want agreement, you've got to be agreeable.

Agreeing with the customer means control for the salesperson, happier customers, and quicker decisions. Miracles take place out of agreement.

TAKEAWAY:

THE AGREEMENT CHALLENGE: Try to agree with everyone you talk to for a single day. If you find yourself outwardly disagreeing with any person, then start over and keep at it until you can get through a whole day agreeing with everyone. Afterwards, write down what happened when you did this and anything you noticed.



**ALWAYS, ALWAYS, ALWAYS
agree with the customer.**

10

Establishing Trust

Be aware of the buyer's lack of trust and tackle it. People believe what they see, not what they hear. Gain credibility. Provide written and visual information with printed materials, documentation, and third party materials to support what you're saying.

TAKEAWAY:

Give an example of when you didn't trust either the salesperson or the presentation and it added time to the decision.



**Be aware of the buyer's lack
of trust and tackle it.**

11

Give, Give, Give

The true essence of selling is the sincere desire to help. Give all of your attention, energy, suggestions, information, and then find some more to give! Exceed expectations.

A buyer will pay extra for great service, a great attitude, ease of purchase, convenience, and being made to feel special.

TAKEAWAY:

Name three things you will improve immediately about yourself to provide a higher level of service.



Service is senior to selling — always.



12

Hard Sell

Salespeople must be convinced that their company or product is the only answer and that any other choice would be a disservice. Get to the hard place in the close where you must be able to handle stalls, emotional reactions and objections.

The Formula for Hard Sell

You must believe that what you're offering is the right thing for the prospect.

You must be trained to stay in the close no matter what happens. You'll need to be armed with an arsenal of ways to handle stalls, emotional reactions, and objections.

TAKEAWAY:

Describe how you will prove to your customer you are offering the right product or service and how you will close not matter what happens.



**Be convinced that your company
or product is the only answer.**



13

Massive Action

Most people incorrectly estimate the amount of effort it takes to get the results they want.

10X Rule: If you want to get big results and become wildly successful, take massive action equal to at least ten times what you think it will take to ensure that you attain that one thing.

TAKEAWAY:

Write down your goals 10X greater than they are today and map out your 10X actions and strategies to get you there.



**If you want to get big results,
take massive action.**

14

The Power Base

The easiest sale you will ever make in your life is the one to those people who already know you, trust you, and want to help you.

Everyone has a powerbase in life of friends and family where there are elements of understanding, comprehension, safety, security, and strength.

TAKEAWAY:

Make a list of ten people in your power base.



**Everyone has a powerbase in life.
Work it, use it and mine it like gold.**



15

Time

How much time do you have? Everyone has 24 hours in a day, 168 hours in a week, 3,600 minutes in a day and 365 days in a year.

Make the decision now to control time.

TAKEAWAY:

Write down two activities that you consider to be a waste of time for you. How much time do you think you waste on each activity per week?



**He who makes the most of his time
will accomplish the most.**

16

Attitude

Salespeople that have the ability to provide an agreeable, positive, and enjoyable experience can sell almost anything!

Tips for Having a Great Attitude:

Avoid newspapers, television, and radio.

Stay away from “can’t do” people.

Get everyone in your life on the same page with where you’re going and what you want in your life.

Avoid drugs and alcohol because of the negative influence they have on your mind.

Avoid hospitals and doctors if at all possible. Go see them when you absolutely have to.

Treat negative talk like garbage. Put up a sign at your home/office that reads, no-negativity-allowed.

Commit to no negative thoughts, ideas, or talk for the next twenty-four hours. This will be a start to building discipline to control how you think and act.

TAKEAWAY:

Make a list of three ways you can improve your attitude.



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



17

The Biggest Sale of My Life

Your ability to persuade others determines how well you will do in all areas of your life. Selling is an absolute necessity for really living life and making your dreams come true.

TAKEAWAY:

Describe how you will apply sales skills in order to get what you want in life.



Selling is an absolute necessity.



18

The Perfect Sales Process

The perfect sales process is built to satisfy the customer, salesperson, and management.

The Crucial Five Steps of the Sales Process:

Greet

Determine Wants and Needs

Select Product and Present/Build Value

Make Proposal

Close the Transaction or Buyer Exits

TAKEAWAY:

Write a customized sales process for your product or service.
Ensure to include all steps from the book.



**The best sales processes are shorter
rather than longer.**

19

Success in Selling

The best advice I can give you about success is to make being successful an ethical issue. Treat success as your duty, obligation and responsibility, not as a choice or job. Be honest with yourself: never justify failure. There is NO reason or excuse good enough for you not to get what you want or need!

Steps to Demand Consistent Sales Success:

- Decide you are ultimately responsible for the sale.

- Make it your duty, obligation, and responsibility to make the sale.

- Take massive amounts of action, followed by more action until the sale is made!

- Accept no excuses, reasons, or logic, and figure out how to make it work!

- Prepare yourself daily to handle obstacles, stalls, reasons, and barriers you will encounter with a client.

TAKEAWAY:

List three ways you can take massive action in order to achieve success.



**Treat success as your duty,
obligation and responsibility.**



Sales-Training Tips

To become one of the greats you must practice, drill, and rehearse — over and over again!

Sales Training Tips:

Train Daily!

It should be done with the goal of increasing production immediately.

It should be delivered in short segments and be interactive.

Training must be measurable and rewarded.

Focus should be on the top people when considering employees.

It should be accessible throughout the day.

TAKEAWAY:

Develop a daily training regimen that you can commit to.



**To become one of the greats you must
practice, drill, and rehearse.**

21

Creating a Social Media Presence

Social media allows you to connect, prospect and make yourself known to those who may have an interest in you. Be first in the minds of your clients.

TAKEAWAY:

List all the social media platforms you can use to get out of obscurity.



**Obscurity is a bigger
problem than money.**



Reference Section

The Professional Salesperson's Daily Commitments

The Ten Commandments of Sales

Quick Tips to Conquer the Biggest Challenges in Selling

Evaluating Your Sales Process

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The Professional Salesperson's Daily Commitments:

I COMMIT:

- To working my plan everyday!
- To a “can do” attitude with every customer.
- To doing whatever it takes!
- To exceeding the expectations of my customers.
- To staying focused on what I want.
- To taking every opportunity all the way.
- To following up on every opportunity.
- To being highly ethical in every area of my life.
- To making changes where necessary.
- To educating myself every day.
- To training everyday.
- To doing the right thing.
- To being the most positive person I know.
- To quit making excuses and just make it happen.
- To making my dreams come true by my actions.

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The Ten Commandments of Sales:

- Commandment #1 Be Proud and Be Positive
- Commandment #2 Dress for Sales Success
- Commandment #3 See the Sale Before It Actually Takes Place
- Commandment #4 Be Sold On Your Offer
- Commandment #5 Know Your Value Proposition
- Commandment #6 Always Agree with Your Client
- Commandment #7 Super Freak Demonstration – Demonstrate Double the Value
- Commandment #8 Be Time Efficient
- Commandment #9 Assume the Close
- Commandment #10 Always Persist in the Close

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Quick Tips to Conquer the Biggest Challenges in Selling:

REJECTION

Don't be sold on someone else's agenda. You can't think less of your product or offer after being told no or not yet.

NEGATIVE SURROUNDINGS

You must control your surroundings and what is in your mind. Keep it positive. You must not tolerate anything other than positivity.

DISCIPLINE

Discipline is showing and taking the right action every day.

COMPETITION

Dominate with your product, service, company, personality, your offer, attention, and follow up. Be so great that no one can compare to you.

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Quick Tips to Conquer the Biggest Challenges in Selling:

PRODUCT KNOWLEDGE

Stay up on your product and be informed. Learn enough to stay credible, but don't get bogged down by product knowledge.

FOLLOW-UP

You need to stay connected, stay in touch and use creativity to keep your sold and unsold clients thinking about you. Great follow-up requires commitment, perpetual motivation and a “can do” attitude.

ORGANIZATION

Organizing your space, your thinking, your clients and your office are important to organizing your success.

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CALL RELUCTANCE

It's an indication of a lack of training, motivation and education that build confidence in the sales professional

FILL THE PIPELINE

Sales is a numbers game. Fill up your pipeline, keep it full, and never think you have enough in it.

CLOSING THE DEAL

Closing is getting the buyer to take action and agree to exchange something of value for what it is you offer. Closing involves an arsenal of techniques, transitions, responses, counters and strategies.

CALLS NOT RETURNED

Never bring up unreturned previous calls: don't take it personally, always leave a message, keep calling them anyway, and don't calculate their lack of response.

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Quick Tips to Conquer the Biggest Challenges in Selling:

FEAR

It isn't real. Use it, instead of it destroying you.

PEOPLE'S EMOTIONS

The key is to stay rational, calm, and collected when others get emotional, and persist to the close.

NEGATIVE CONNOTATIONS OF SALES

The subject of sales has a negative connotation because of inept salespeople who never took the time to become true professionals and masters of their craft.

NOT HAVING THE RIGHT RESPONSE

When you don't know the answer tell them you'll get them the information.
Show your willingness to serve.

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OVERWHELMED BY CUSTOMER OBJECTIONS

Getting overwhelmed by the prospects problems, situations, and objections, it is because you are not prepared enough for the close. Get the Closer's Survival Guide at www.GrantCardone.com to handle the objections.

FEELING LIKE AN IDIOT

Everyone feels like they will be exposed, caught and shown to be inadequate and unprepared.

MEETING NEW PEOPLE/BREAKING THE ICE

Think expansion not contraction. You must commit to getting out among people. Take notice and interest in people. Get the communication flowing.

STAYING MOTIVATED

Motivation comes from attention on the future and your purpose.

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Quick Tips to Conquer the Biggest Challenges in Selling:

STARTING OVER WITH NEW CLIENTS

Plan and get into action! Don't let anxiety, uncertainty and defeat take you down.
Get your name, product and message out right away.

LOSING BUSINESS TO OTHERS

Take full responsibility, learn from the loss sale, and win with the next one.

LACK OF CONSISTENCY

A lack of consistency is a lack of discipline. Take control everyday and do what's needed to be consistent.

COMMISSION ONLY/ NO SECURITY

You have control over your financial success. That is true security.

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COLD CALL/PROSPECTING

Step one – Leave your fear, reservation and inhibition at home.

Step two – Look professional.

Step three – Map out several potential clients based on who needs your products or service.

Step four – Just go visit them!

LONG HOURS

If you are truly alive, the captain of your own ship, and working for you and your dreams, then a 14-hour day will seem like nothing.

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Evaluating Your Sales Process:

Be responsible for the exchange and get results.

Observe everything that is happening.

Without blame or emotion, make a note of it.

Believe you can control it.

Pay complete attention.

Record encounters.

Define the finite set of patterns.

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HAVE THE CONFIDENCE, THE TOOLS, AND THE KNOWLEDGE
TO HANDLE ANY SITUATION.



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Is your sales team doing everything possible to get that **EXTRA** sale?

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Not knowing what to say in that critical moment?

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EFFECTIVELY SELLING YOURSELF, YOUR
PRODUCTS, AND YOUR IDEAS TO ANYONE!**



GRANT CARDONE

is an American entrepreneur, highly regarded international sales master, New York Times bestselling author and dynamic speaker whose award-winning books, audio packages and seminars provide people of all professional backgrounds the tools to sell themselves and their businesses. Cardone appears as an expert guest on Fox News, CNBC, MSNBC, and is a contributor to Huffington Post, Amex Open, Entrepreneur, and Business Insider. *Sell Or Be Sold* was the first of four books written by Grant and focuses on sales, offering specific sales principles that help people get what they want in business and in life. *Sell Or Be Sold* was awarded the 2013 Axiom Award for Best Business Book.

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