Sell or Be Sold
How to Get Your Way in Business and in Life
by Grant Cardone

A Universal Skill
Why You Need to Know How to Sell

QUICK OVERVIEW
Grant Cardone’s Sell or Be Sold hits pay dirt at a time when too few jobs, too many qualified applicants and too much stress spills over from business into households of Americans eager to improve their lives.

“Your ability to persuade others determines by itself how well you will do in all areas of your life,” Cardone writes. “While selling is a career for many, it’s a requirement for all. You need to sell, negotiate, and persuade others in life to get what you want.”

Whether you are gainfully employed in your dream career or an entrepreneurial upstart, you must sell. Interviewing for jobs, internships or scholarships, that’s sales. Dating and marriage? Sales. The problem is most of us, even some who call sales a career, lack sales proficiency. We just get by.

Sell or Be Sold remedies that. Cardone outlines sales basics—personal power bases, trust, confidence, conviction, and positive attitude. But he bolsters these “must have” chapters by promoting massive action and ways to conquer fear, emotions, filling the pipeline, closing, and negativity. These takeaways alone make Sell or Be Sold worth a read.

APPLY AND ACHIEVE
Sales is a people business. To be sure there are products involved that meet tangible customer needs, but the less obvious, nuanced requirements of potential customers can make or break a sales career.

If you’re struggling with personal negativity, your customers will feel that. Don’t let negativity get in your way of sales success. A negativity diet is a great way to raise your positivity factor. For the next 24 hours eliminate all negative thoughts, ideas or talk from your life. Restart the clock each time you succumb to a negative temptation. It’s harder than you think. By cutting out the negativity calories, you will control your thoughts, actions, and thereby, your sales success.
The way to increased sales and revenue is training, not just for newbies but top achievers too. Like athletic training builds muscle, sales and attitude training builds professional acumen and confidence. Adopt a daily regimen of listening to positive and educational audio programs for the commute. When you control your thoughts and feed your mind positive, helpful information, those negativity issues will fade and you will become a happier, more confident person.

If selling just a pastime to you, no different than watching television? Do you lack experience and competence in this field? Are you not clear about what you’re doing while negotiating? Do you struggle to get your way in life? Do you think there’s no way you could ever be a salesperson? Do you have disdain for this thing called selling? Do you hate rejection and even the idea of selling another? If any of these questions describe how you feel about selling, then we have some work to do.

I can show you how to become a professional, but first you have to get clear on two things: (1) Selling is critical to your survival regardless of your career, and (2) you must decide to become a professional and give up any idea that it’s something for others and not for you. You have to decide that you want to start getting your way in life. Quit thinking that it’s up to fate or the gods. It’s up to you. You will have to shift your thinking to understand that your very life and every dream depend solely on your ability to sell. If you aren’t getting your way, then quit making excuses. Decide now to learn everything there is to know about the only secret to success—sales.

While there are hundreds of millions of people who call themselves salespeople, there are only a handful who are really “the greats.” The difference between mediocrity and greatness lies in being committed to the profession and being consumed by the desire to be great and the dedication to learn the trade.

When the economy crashes, “the greats” may experience small dips in production, but they always survive, whereas the amateurs lose their jobs. Great salespeople don’t have ceilings on their earnings and they know their income depends solely on their ability to get in front of customers, make themselves known, get agreements, close sales, and reproduce those results over and over again.

**COMMIT AND BE DONE WITH IT!**

This inescapable truth is that to be truly great at anything, you must devote yourself completely. Eliminate any and all other options, learn everything about the topic, become a fanatic, 100 percent absorbed, all in, a Super Freak! Stop questioning and get in all the way.

Committing is as simple as picking a place to park your car. Find a spot, pull in, and get out of the car. You don’t keep looking for another space in which to park. Commit and be done with it. When you make a firm decision, you quit wondering, and then you follow through on your commitment with actions.

Remember, while there may be greener pastures, they’re green because someone committed. Weeds grow in every field, and if you don’t commit all the way, you’ll neglect it. When you neglect it, you’ll start to dislike it, and then you’ll start peering over the neighbor’s fence and thinking that what he has is better. It’s only better because he committed. So commit to your career, commit to learning about selling, commit to your product, service, and employees. Commit to learning everything you can and watch how much green your career will produce for you.

Regardless of how long you have been doing this, if you’re losing more than you’re winning, then you need to realize you’re an amateur and it’s time to kick up your commitment a notch and become someone who knows what he’s doing! You say, “Man, you’re being harsh on me! I’m just going through a cold spell right now.” Wrong! You’re making excuses; the reality is your cold spell is due to your own lack of understanding of your profession. You’ve been sliding by on amateur skills, and those skills are showing up in your results. Anyone can sell when everyone is buying the product, but when there’s competition and the economy tightens, amateurs start crying and professionals continue to prosper.

Doing too much will never fail you, but doing too little always will.
CONVICTION

You must be completely in if you are to fully maximize the opportunities before you. Do not even attempt selling to someone else until you yourself are completely sold.

You must get rid of all negative considerations and believe that it’s the right thing, the right product, and that it will benefit the person you’re selling it to. It’s critical that you do everything possible to convince yourself that your product must be purchased and that it must be purchased from you at your pricing.

Become so thoroughly sold on your product that your conviction is irresistible to others. This is not meant to suggest that you lie to yourself, if that was even possible. I’ve personally met thousands of high-producing salespeople over the years, and never have I met a top producer who got to the top by deceiving others. What I’m suggesting is that you take the time to sell yourself before you try to sell someone else on how your product is superior to others.

Are you so sold on your product that you think it’s detrimental and unethical not to convince someone to buy from you? Get to that point and watch your production freak out! When a customer doesn’t buy your product, do you actually feel bad for him and lose sleep? If you were really sold, you would feel like that. The person who is sold completely won’t let people not buy, because that would be a violation of his own integrity! Reach that level of being sold, and I assure you that people will buy from you.

GIVE, GIVE, GIVE

Selling is the act of giving, not getting; serving, not selling. Unfortunately, most people in sales are looking for their commission and what they’re going to get out of the deal rather than what they’re going to give, what their product really offers, and how the client will benefit.

I believe that the true essence of selling is not just getting the sale, but the sincere desire to help. I also believe that a spiritually aware person will ultimately be a better salesperson than someone who’s just interested in compensation.

I believe and have validated in my life that if you give enough in life, life will give back to you. It’s the same in sales as it is in life. I don’t mean giving the lowest price, or giving products and services away for free, but giving the most attention, the most energy, the best attitude, and the highest level of service.

Give, give, give is the assurance of sales, sales, sales. If your client wants one option, give him three, six, or even twelve options.

A friend and her husband were leaving a restaurant in New Orleans one evening, and as they walked out onto the street, a haggard-looking man in a threadbare coat approached them. He immediately asked the husband for permission to serenade his

Selling never ends, and it includes everyone. Those who can sell, persuade, and close are the ones who survive the best, regardless of the line of work.
Reluctantly, the husband agreed and the man got down on his knees before her right on the sidewalk and began singing. She said that the incredible voice and heartfelt passion was powerful enough to blow the glass out of every window on the block. The man went on singing for two minutes, pouring his heart and soul into that song and giving them every fiber of his being. When he finished, they were speechless. Her husband handed the guy $100. With tears of gratitude, the man thanked them, then ran down the street to a beat-up car where his wife and children were waiting. The only thing that the guy had to offer was his voice, and he knew that if he didn’t give it right then and there, his family wasn’t going to eat that night. My friend’s husband, a career salesman, said that he’d been so impressed by the man’s intention to give that he hardly felt $100 was enough for what he received. That man on the street poured his soul into his song with the give, give, give attitude, not knowing if the couple would tip him at all. Regardless, for those two brief minutes, he belonged entirely and completely to them.

### MASSIVE ACTION

When it comes to getting big results and becoming wildly successful, you have to take action in that direction in massive quantities. There’s no way around it.

I love action, and the more, the better! I love getting things done, and I bet you do, too! I love the satisfaction of accomplishing a task. I’m happiest when I’m producing and creating. I love working in my yard more than I like lying on my sofa.

The amount of success you have is limited by the amount of action you take. Stay away from people who tell you to stop working so hard and suggest you should relax and take it easy.

You can never take enough action in life; you can only take too little. Too much action will never get you into trouble. In fact, taking action is the way to get out of trouble.

It’s been said that there are three kinds of action in life:

1. The right action
2. The wrong action
3. No action (which will always result in nothing)

And in my world, there’s a fourth kind of action:

4. Massive action! That’s the one I live by!

Massive action is by far the most successful tool I’ve had in my life. It has resulted in more success for me than anything else I’ve done. When someone asks me what one thing has made the most difference in my life, this is it—massive action.

I watch salespeople make a few phone calls, send out a few pieces of mail, then stop to take a coffee break and gossip. They sit down and chatter about how business is slow and how the phone and prospecting don’t get results.

If you worked the phone the way I do, you’d know that the phone does not work; it’s the person on the phone who’s working. I never sit down to make one phone call. Never!

If it’s appointments you want, take massive action until your concern is no longer whether or not you’ll get enough appointments, but how you can possibly handle all of the appointments you have.

In the sales arena, massive action is like the stairway to heaven, where the sales gods praise you with trophies, trips, rewards, and the guarantee of new levels of income! Your fellow salespeople, however, may praise you only with

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### Traits of a Great Salesperson

1. Is willing to be told no
2. Asks for the order regardless
3. Listens selectively
4. Stays sold on his or her own story
5. Asks questions
6. Gets answers to questions
7. Knows that price is not the issue
8. Is willing to pressure and persist
9. Believes in selling as a good thing
10. Trains and prepares constantly

Give all of you to a prospect, not just a part of you. Give all of your attention, all of your energy, all of your suggestions, all of your information, and then find some more of you to give! Exceed expectations and go all the way with him and then a bit further. As a customer or client, I don’t want to ask a salesperson for something I want him to offer it. I want him to predict what I need and offer it. I want to be provided with everything that will help me to make a decision. This shows me he wants to take care of me, is thinking like me, and is predicting my expectations and surpassing them all at the same time. Deal closed!
criticism, tell you that you’re working too hard, and give you free advice like “Slow down—smell the roses.” Disregard them and consider their suppressive comments to be a sign that you are on the right track.

Don’t quit until you get new problems—like taxes, cars, homes, and where to go on vacation.

CLOSING IS LIKE A RECIPE

Closing has been taught as though it is a sales technique, but it is only an extension of selling and is, in actuality, a completely different art.

Selling is identifying needs, selecting the right solution, and then demonstrating how your product or service solves the problem. Closing is getting the buyer to take action and agree to exchange something of value for what it is you offer.

Closing takes certain ingredients combined in a certain order and put into the oven at a certain temperature for a certain amount of time. Do it exactly per the recipe and you get what you anticipated; change one thing and you don’t. The more you practice handling objections, the more natural you’ll sound. It’s like the grandmother who makes fudge without even looking at the recipe. She has done it so many times over the years that she doesn’t need to read over the list of ingredients anymore. She just knows what to do—and her fudge comes out perfect every time. It’s the same thing with handling objections and closing deals.

You need to practice handling objections and stalls so that you can persist intelligently through resistance.

• Videotape yourself and perfect your techniques.
• Write down all of the objections you hear.
• Team up with an associate, then drill and practice.

For years, every morning I’d team up with another salesperson and we’d practice every situation we could possibly encounter that day. That training turned me into a lethal individual at closing deals.

Closing is an art, and anyone can learn it. Closing requires a tremendous arsenal of techniques, transitions, responses, counters, and strategies.

CAREER FOR MANY, REQUIREMENT FOR ALL

Your ability to persuade others determines by itself how well you will do in all areas of your life. While selling is a career for many, it’s a requirement for all. You need to sell, negotiate, and persuade others in life to get what you want. How well you do that will determine what kind of life you will have and how many people you can influence.

Become a student of selling. Don’t treat it like something distasteful that you have to do or you’ll hire others to do. Selling is the ultimate fuel of every economy in the world. Without people selling ideas, concepts, and products, the world would never improve. If you want to make a difference on this planet, learn how to sell. If you want to make sure your worthy ideas get known to the world, you’ll have to sell. If you want your way in life, if you want your company to do well, if you want your family to prosper, learn to sell and I guarantee that you will prosper in ways other people considered impossible.
ACTION STEPS
Get more out of this SUCCESS Book Summary by applying what you’ve learned to your life. Here are a few thoughts and questions to get you started.

1. Are your communication skills an asset or liability? Videotape or record your sales presentations. Learn from your mistakes.

2. Enthusiasm is great, but no replacement for knowing. Commit to selling. Read, study, role-play, train, and master it.

3. Sales slump? Find out what’s changed. Are you no longer sold on the product, company or services? Is false information conflicting with your beliefs?

4. The next time a prospect claims price is an obstacle, offer a more expensive option. This will determine if it’s legitimate or if the buyer has unanswered questions.

5. Second money is easier to get than the first. List three up-sales you can offer clients to complement the products/services you sell.

6. Agree with your customer and increase sales! Drill and practice this because people are inclined to disagree in order to satisfy their gluttonous craving to be right. That doesn’t close sales.

7. Always, always, always write down what you’ve said, offered, proposed, promised, implied, and suggested. Anytime you’re going for the close, insist on putting it in writing.

About the Author
In his 25-year career, international sales expert, trainer and speaker Grant Cardone has taught hundreds of thousands of people how to increase sales effectiveness and marketplace value. His reach extends worldwide to include entrepreneurs, nonprofits and Fortune 500 companies.

Cardone is a frequent contributor to mainstream media programs like Fox News, CNBC, MSNBC and CNN. He is also the star of the reality TV show TurnAround King. In addition to Sell or Be Sold, Cardone is the author of The Closer’s Survival Guide, If You’re Not First, You’re Last, and The 10X Rule.

Cardone is CEO of two training and consulting companies, owns a real estate investment and development firm with $100 million in real estate holdings, and recently launched a state-of-the-art, interactive, virtual sales training center.

Recommended Reading
If you enjoyed this summary of Sell or Be Sold, you may also want to check out:

Women Don’t Ask by Linda Babcock and Sara Laschever

Predictably Irrational by Dan Ariely

Uncensored Sales Strategies by Sydney Biddle Barrows and Dan S. Kennedy