



Sell or Be Sold: How to Get Your Way in Business and in Life

By Grant Cardone

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

Whether it's selling your company's product in the boardroom or selling yourself on eating healthy, everything in life can and should be treated as a sale. And as sales expert Grant Cardone explains, knowing the principles of selling is a prerequisite for success of any kind.

In *Sell or Be Sold*, Cardone breaks down the techniques and approaches necessary to master the art of selling in any avenue. You will learn how to handle rejection, turn around negative situations, shorten sales cycles, and guarantee yourself greatness. Cardone will also teach you the success essentials of Selling in a bad economy

Overcoming call reluctance

Filling your pipeline with new business

Staying positive, despite rejection

With the experience of a seasoned sales vet at the helm, *Sell or Be Sold* will change the way you perceive the sale and life.

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Editorial Review

Review

"After a lifetime in sales, I can heartily endorse Grant Cardone's advice. I'm sold."

-- Harvey Mackay, author of the #1 *New York Times* bestseller *Swim with the Sharks Without Being Eaten Alive*

"*Sell or Be Sold* should be in every entrepreneur's and CEO's library as a resource for what you MUST know to take your life and career to peak potential!"

--Mike Bertolino, partner at Ernst & Young

"Grant Cardone's *Sell or Be Sold* is not just for salespeople. It's a book on effective persuasion for anyone--parents, teachers, managers, coaches, etc.--who needs to influence and motivate the behavior of others."

--Dr. Tony Alessandra, author of *The Platinum Rule*

"Grant Cardone delivers a fresh, innovative approach to maximizing your personal potential and success. Brilliant, innovative, and insightful."

--Joseph W. Lineberry, Microsoft Corporation

From the Inside Flap

EVERY THING IN LIFE IS A SALE. AND EVERY THING YOU WANT IS A COMMISSION.

Whether it's selling your company's product in the boardroom or selling yourself on eating healthy, everything in life can--and should--be treated as a sale. And as sales expert Grant Cardone explains, knowing the principles of selling is a prerequisite for success of any kind. In *Sell or Be Sold*, Cardone breaks down the techniques and approaches necessary to master the art of selling in any avenue. You will learn how to handle rejection, turn around negative situations, shorten sales cycles, and guarantee yourself greatness. Cardone will also teach you the success essentials of

- Selling in a bad economy
- Overcoming call reluctance
- Filling your pipeline with new business
- Staying positive, despite rejection

With the experience of a seasoned sales vet at the helm, *Sell or Be Sold* will change the way you perceive the sale--and life.

From the Back Cover

Whether you're a salesperson, sales manager, or entrepreneur, *Sell or Be Sold* is your guide to effectively selling yourself, your products, and your ideas to anyone!

Users Review

From reader reviews:

Myra Flory:

A lot of people always spent their free time to vacation or go to the outside with them loved ones or their friend. Were you aware? Many a lot of people spent their free time just watching TV, or even playing video games all day long. If you want to try to find a new activity here is look different you can read any book. It is really fun to suit your needs. If you enjoy the book that you just read you can spent the whole day to reading a e-book. The book *Sell or Be Sold: How to Get Your Way in Business and in Life* it is extremely good to read. There are a lot of folks that recommended this book. They were enjoying reading this book. In case you did not have enough space bringing this book you can buy typically the e-book. You can more effortlessly to read this book from a smart phone. The price is not too costly but this book possesses high quality.

Teressa Fernandez:

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Laura Burke:

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