



SELL

OR BE

SOLD



**HOW TO GET YOUR WAY
IN BUSINESS AND IN LIFE**

GRANT CARDONE

NEW YORK TIMES BESTSELLING AUTHOR

What Others Are Saying ...

“This is a book that should be required reading for all high school and college students! It’s jam-packed with information for not only the professional salesperson, but anyone who wants to get others supporting their efforts, dreams, and goals.”

—Jessie Schwartzburg, author and speaker consultant

“In *Sell or Be Sold*, Grant will show you how to start with nothing and become wealthy with his proven strategies. This is a must-read for anyone who has the desire to be successful in sales and in life.”

—Bryan Hardman, GSM, Monument Chevrolet

“This book is straight-to-the-point, clear talk that any professional will welcome and benefit from. Even if you are not a sales pro, it will sell you on sales as the most indispensable ability to make your own dreams fly.”

—Harvey Schmiedeke, president, Survival Strategies

“*Sell or Be Sold* gives information that will cause you to think about where you fit into the ‘spiritual’ economy of the world and how you can grow to meet your life’s needs and goals.”

—Dale Christensen, CEO, NOI Investments

“The knowledge in this book will raise your income. Grant Cardone has created a masterpiece. It’s pure oxygen for today’s business world.”

—John Mappin, founder, Metropolis Media Group

“No matter where you fall in the ‘food chain of life,’ you need to be able to sell yourself to others. Grant Cardone not only generates an awareness of this need, but helps you develop the skills to persuade others to see it your way.”

—J. C. Walter III, president, Walter Oil & Gas Corporation

“I picked up *Sell or Be Sold* today and I have not been able to put it down. This book is nothing short of incredible—basics defined as never before and the truth of life and selling as one entity.”

—John Hamlin, CEO, Hamlin & Associates

“I love this book, as it is a candid look at the truth! Following the path the author lays out will help anyone improve their life! I am having those close to me read this book!”

—Patrick J. Clouden, CEO, Consumer Energy Solutions, Inc.

“This last month I’ve been in survival mode, and after reading Grant Cardone’s book, I am recommitting to my quest to master my game. Per his book, ‘Knowing means Prediction, Prediction means Confidence, and Confidence means MORE SALES.’ Thank you so much.”

—Ron Palmer, DCH Group

“*Sell or Be Sold* is much more than I expected—the title really does not say enough about what the book is all about. It is truly about every aspect of your life. It is creative, motivational, and most important, it is very inspirational.”

—Buddy Driver, director of training, Damson Automotive Group

“Reading Grant Cardone’s book made me an emphatic believer that ‘anyone can be a home-run hitter.’”

—Norm Novitsky, executive producer, BluNile Films

“*Sell or Be Sold* should be put in the hands of anyone who wants to run a successful company and should be the ‘Bible’ for anyone in sales. This book is so amazing I can’t stop talking about it and telling people they HAVE TO READ IT.”

—Kerri Kasem, radio personality

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Ebook Edition

This book is dedicated to my father, Curtis Cardone Sr., who truly loved people and who was greatly respected by both his family and his community. My father had great admiration for salespeople and the sales industry, and he was a firm believer that selling was a prerequisite to a person creating success in any area of life.

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PREFACE

Since writing my first book, *Sell to Survive*, which was self-published, I have written three other books: *The Closer's Survival Guide*, *If You're Not First, You're Last* (New York Times bestseller), and *The 10X Rule: The Only Difference Between Success and Failure*, which I used to land a TV show.

As I wrote these books, I learned a great deal about what people could actually use, what was working, and, because of the input from people reading my books, I learned what they needed help with.

Sell to Survive has never been sold in a bookstore, yet it reached the top 1 percent of all self-published books by word of mouth alone. I have personally received comments and questions from thousands of people because of this book. As many of these readers have stated, this book turned their sales careers around completely. Others who did not consider themselves in sales suggested that this book allowed them to see where they had been missing it in their career with their goals to expand their businesses.

I believe *Sell to Survive* to be the most important book written on selling in the last fifty years and vital to every person who is interested in making their dreams a reality. We have taken that book and reworked it, added material, updated it, and retitled it: *Sell or Be Sold: How to Get Your Way in Business and in Life*.

Enjoy,
Grant Cardone

CHAPTER ONE

SELLING—A WAY OF LIFE

SELLING IS A PREREQUISITE FOR LIFE

Selling impacts every person on this planet. Your ability or inability to sell, persuade, negotiate, and convince others will affect every area of your life and will determine how well you survive.

No matter what your title or position is in life, or what your role is in a company or on a team, you will at some point have to convince others of something.

Selling is used every day by every person on this planet. No one is excluded. Selling is not just a job or a career; selling is essential to the survival and well-being of every living individual. Your ability to do well in life depends on your ability to sell others on the things in which you believe! You need to know how to negotiate and how to get agreement from others. The ability to get others to like you, work with you, and want to please you determines how well you will survive. Selling is not just a job—selling is a way of life!

Selling (Merriam-Webster's Collegiate Dictionary): The action of persuading or influencing another to a course of action or to the acceptance of something.

Who does this not affect?

When I say “selling,” I’m talking about anything having to do with convincing, persuading, negotiating, or just getting your way. This could include debating, getting along with others, exchanging goods or services, convincing a girl to go out with you, buying or selling a home, convincing

the bank to give you a loan, starting your own business, persuading others to support your ideas, or getting a customer to buy a product from you.

It is said that the number one reason a business or an individual fails is undercapitalization. Not so! The truth is, businesses fail first and foremost because their ideas weren't sold quickly enough and in quantities great enough, and therefore they ran out of money. *No* business owner can build a business without understanding this critical element called selling! Think of any action in life, and I assure you that there's someone at one end or the other trying to influence the outcome.

An example: A golfer has a six-foot putt. He putts the ball and then does everything he can to persuade that ball to go into the hole. He talks to it, he pleads with it, he makes motions with his hands, and he might even whisper a little prayer that the ball will drop. All the while, his opponent stands across from him and does the exact opposite. This example demonstrates that every one of us is always trying to influence a certain outcome.

The degree to which you can influence the outcome of events in your life is the determining factor of your success. Those individuals who don't want to trust their fate to pleading, wishing, praying, and hoping must learn to persuade, convince, and negotiate successfully.

No matter who you are or what you do, you're selling something. It doesn't matter whether or not you call yourself a salesperson because you're either selling something or someone is selling you. Either way, one of the parties is going to influence the outcome, and it will either be you getting your way or the other guy getting his way.

A sale is made in *every* exchange of ideas or communication—there are no exceptions. Deny it if you will, but that won't change the facts. You're a salesperson, and you're one every single day of your life. From the moment you wake up to the moment you go to sleep, I assure you that you're trying to get your way. The fact that you don't have the title "salesperson" or that you aren't being paid a commission is only a technical issue. You're still a salesperson—and commissions come in many forms.

THE COMMISSION

Speaking of commissions: Every time you get your way, you've just been paid a commission. Not all payments are monetary. Some of the greatest achievements I've had in my life had nothing to do with money. Recognition for a job well done is a commission. A raise or a promotion at work is a commission. Gaining new friends is an incredible commission. Getting votes for a project you're pushing forward is a commission.

I find it comical when people tell me, "I could never be a salesperson because I could never work on commission." I'm like, "What do you mean? Your entire life is a commission. There's no salary guaranteed in life. The whole world is on commission and the whole world is required to sell!"

It's been said that the best things in life are free, but I don't agree with that. The best things in life are those that come in the form of a commission for some extra, well-done effort! Happiness, security, safety, a great home, a great family, love, confidence, friends, your church, your community, and on and on—are all commissions for someone's hard work at selling others on a better way of life.

True love, the ultimate commission, is earned by those who find the right partner, take care of him or her, continue to create the relationship, and keep it growing. There's no guarantee that a relationship will get you love. First, you've got to persuade the person to take an interest in you. Then you have to find out what they want and what makes them happy. Then you have to produce it and keep producing it. But somewhere along the line, you have to sell the other person on the idea that you're the one that he or she can trust to create a life with. If you succeed and exceed the person's expectations, you will get the commission of love.

Health is not guaranteed in life. Health is a commission for taking care of yourself and your mind. When a person successfully sells himself on eating right, working out, and taking care of his attitude, he gets a commission of having good health.

The great benefit of children is also a commission of sorts and is not guaranteed to every marriage. You still have to convince your partner to

have sex with you, and even marriage doesn't guarantee you sex. If you can't close your partner on wanting to have sex with you, then you won't get the great commission of children. Once you have the kids, you have to continue to sell. Concepts such as discipline, work ethic, education, good manners, and homework all have to be sold. If you don't do the selling, they will sell you. Kids are the best salespeople on the planet. They're passionate, relentless, and persistent closers, able to break down their parents' resistance until they get what they want!

The point is, selling is about life, and every area of life involves selling. The more consistently you can win at selling, the more commissions you'll get rewarded in life!

So get it! Everyone on this planet is involved in sales. There are no exceptions to this law. You're involved in selling almost every minute of every day. If this is somehow distasteful to you, then you have some misunderstandings about selling. When I say "selling," do you think of a fast-talking swindler who can sell anything to anyone? Maybe you immediately get a picture of some guy who's a confrontational, high-pressure type? Both of these images are negative extremes of selling and in no way describe the skills of a true salesperson. Confrontation and pressure are attributes of the amateur who doesn't understand sales and ends up resorting to unpleasant tactics.

When I discuss sales in this book, not only am I referring to the professional, paid salesperson, but I'm also covering the everyday use of basic persuasion skills and how to use them to get *your way* in life.

BEWARE OF FALSE DATA

The subject of selling, like any other subject, is full of false information that has been perpetuated over the years. This false data may be partly responsible for the poor impression of this profession and very needed life skill. "False data" is information that is not factual but is accepted as truth and passed along.