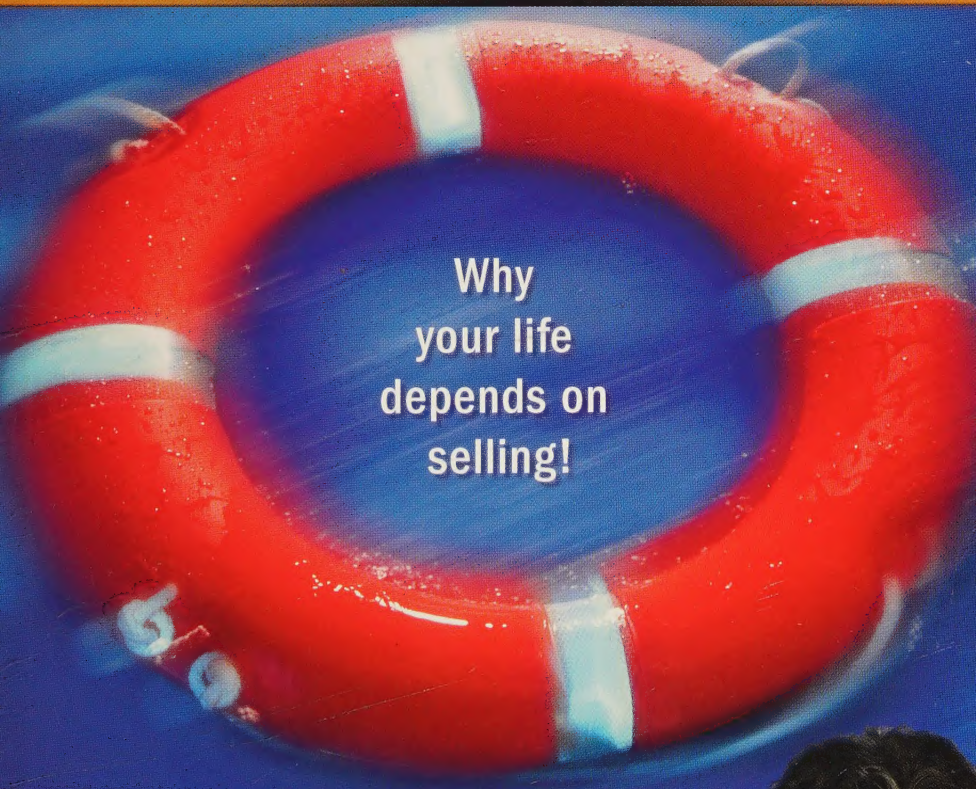


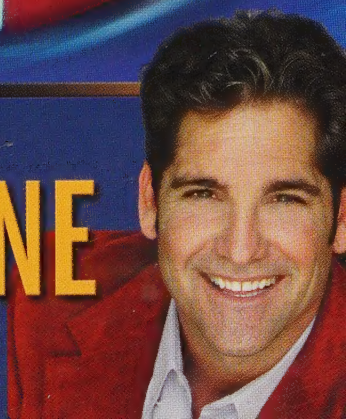
# SELL TO SURVIVE



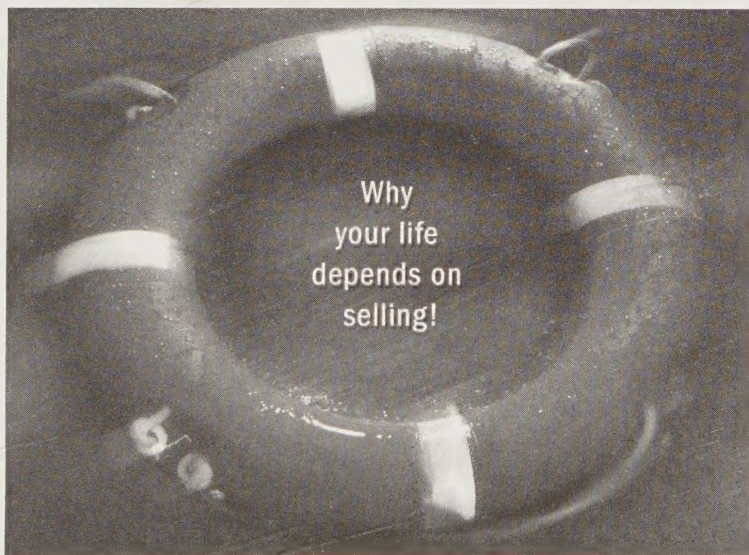
Why  
your life  
depends on  
selling!

## GRANT CARDONE

*New York Times* Bestselling Author



# SELL TO SURVIVE



TO: Tassos

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# **SELL TO SURVIVE**

Why your life  
depends  
on selling!

**GRANT CARDONE**

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## What Others are Saying...

*"Grant Cardone's book 'Sell to Survive' 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. This book will show you how to apply proven techniques to achieve your goals personally and professionally. Brilliant, innovative and insightful."*

Joseph W. Lineberry,  
Microsoft Corporation

*"This is a book that should be required reading for all high school and college students! It's jammed-packed with information for not only the professional sales person but for anyone that wants to get others supporting their efforts, dreams and goals."*

Jessie Schwartzburg,  
Author and Speaker Consultant

*"In 'Sell to Survive,' 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 to Survive 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. Its 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 your book 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 & Assoc.



*"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 your book I am recommitting my quest to master my game. Per your book "Knowing means Prediction, Prediction means Confidence and Confidence means MORE SALES." Thank you so much."*

*Ron Palmer*  
DCH Group

*"Sell to Survive 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 "anyone can be a home-run hitter."*

*Norm Novitsky,*  
Executive Producer, BluNile Films

*"Sell to Survive 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





*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.*



## Why You Should Read This Book

Every person is constantly selling something, whether they know it or not! It might be a product, a service, or just simply a viewpoint. There isn't a person alive who doesn't need to know how to sell and influence others in order to improve his life. Most people have no idea how much their lives depend on this skill, and even fewer know the formulas and laws of selling. The first thing you will learn in this book is how absolutely vital this thing called selling is to your success, your family and your life. Secondly, you will learn very simple and basic principles that will make you an expert at getting others to agree with you and support you, assuring that you will accomplish what you want in any situation.

Take a close look at any successful person, and I guarantee you, they are experts at getting others "sold" on them as leaders and on their ideas. They successfully sold others to a point that people were willing to support this person, get behind him and make his ideas a reality. No success is ever achieved without being able to convince others to support you. The ability to get others to believe in



you and to be “sold” on you is the only true secret to success, and is that critical point that ensures your dreams become reality and that you get what you want in your life!

In selling, like in all games, there are precise formulas and rules. Do you know the rules of persuasion? Do you know when you are violating the rules? Do you know when you are guaranteed an agreement? Do you know the exact thing you have to say to get someone to agree with you? Do you know the 10x Rule? Do you know the most important rule in communication and in selling? Do you know that every person has a power base they are not using? Do you know how to keep your attitude so positive that it will cause others to be sold on you? Do you know why people act strange around money? Do you know the Give-Give-Give rule that will make you a millionaire?

You need to know these things in order to accomplish what you want in life! The secrets to ensuring your success are outlined in this book as I share very simple, basic, life experiences, so that you, too, can reap the fantastic rewards you deserve. When you start applying the truths in this book, you will immediately start getting results and obtain a winning seat in life.

Be assured that in every exchange in life, one is either going to be the person doing the selling or the person being sold. Simply put: you are either

getting your way or you are not! The degree that you are able to sell others, get others excited, get others supporting your ideas and dreams, is the degree that you will succeed in whatever it is you desire in life! This is called selling, and you cannot be successful, regardless of your career, without knowing this skill.

The principles of selling apply to all people in all aspects of life. Your ability to sell determines how fulfilling your life will be ultimately. This book will show you how to create the kind of life of which you've only dreamed.

Grant Cardone





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