



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.

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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:

Leticia Cantrell:

This book untitled Sell or Be Sold: How to Get Your Way in Business and in Life to be one of several books which best seller in this year, this is because when you read this reserve you can get a lot of benefit in it. You will easily to buy this kind of book in the book store or you can order it through online. The publisher of this book sells the e-book too. It makes you more easily to read this book, because you can read this book in your Touch screen phone. So there is no reason to you to past this guide from your list.

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