

GRANT CARDONE

**TOP SALES
SECRETS**

SEVEN THINGS EVERY SALESPERSON MUST KNOW
Call 310-777-0255 for Special Webinar Offer

Success in selling all starts with YOU!



"No product, price, economy, education or amount of money matters more than you." -GC



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Decide to Be GREAT

Not best at your company
Be best in your INDUSTRY.

Quit Comparing yourself to others.



"Be great cause nothing else pays....much." -GC



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Recommended Training for GREAT Sales Professionals

CARDONE SALES UNIVERSITY



Deny Your Reality Sell to Your Potential



"Success is the difference between where you are and where you could be."-GC



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Commit Until Obsessed



Eat – Drink – Breathe – Inject
SALES

“There is no such thing as a great person that was obsessed with the things he became known.” - GC



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1. Sales Secrets

Understanding Rejection

“Rejection is the emotion experienced by those that don’t have enough in their pipeline.”



“Have so much going on that no one disappointment can any longer disappoint you.” -GC



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2. Sales Secrets

The Buyer Insistence

The More the Buyer
Insist They Won't
the More Likely They Will.

**ABSOLUTELY
NOT!**

"The more the buyer insist they won't the more likely they will." -GC



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3. Sales Secrets

Always ALWAYS Always Agree

No matter what the buyers says or states do NOT disagree....

Avoid

- No
- Not
- Never
- Can't
- Won't



"It is almost impossible to get agreement with disagreement." -GC



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Agree Defined

a·gree
Verb

have the same opinion about something; concur.

"I completely agree with you!"

"You are right."

"I have said the exact same thing."



"If you are trying to be right then don't be in sales."-GC



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The background of the advertisement is a photograph of a modern office space. On the left, there is a large window that provides a panoramic view of a city skyline with numerous skyscrapers. The office interior is visible on the right, featuring a clean, minimalist design with white walls, a grey floor, and a white pillar. The lighting is bright and even, creating a professional and aspirational atmosphere.

Become a Master Sales Person

Use Our Role Playing Simulation

Call 310-777-0255

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REACH YOUR TRUE POTENTIAL

4. Sales Secrets

Show A Proposal To Every Customer

70% of all sales people never present a proposal.

87% of all sales people miss quota



"100% of those you don't present to will not buy." -GC



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Excuses for not creating proposal

Not ready
Not committed
Both Decision makers
Still shopping
Other opportunities
more...



"100% of those you don't present to will not buy." -GC



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5. Third Party Touch

Put your manager to work! Have them get you involved with your customers. When I was a young salesperson in retail, I would use a third party to speak to the customer to ensure that I actually had secured the sale or to help assist me in moving the sale to a close. No matter my level of engagement I made sure the customer always interacted with senior management.

This gives a customer service touch, buys a tad more time with the customer, and gives the customer the idea that there is more than just one person in the organization interested in earning their business.

This could be a phone call, an email or a personal visit. I would always suggest first a personal visit when possible and appropriate, then a phone call, then an email – some form of all 3 would be ideal.

As the owner of the company I still do this when a customer is dealing with our organization whenever possible. At times it is just to thank them for the opportunity to work with them and other times it is to close the deal. This speaks volumes to your customers . . . that your organization cares for every client and is willing to get involved whenever possible to ensure the highest level of customer satisfaction.



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6. Sales Secrets

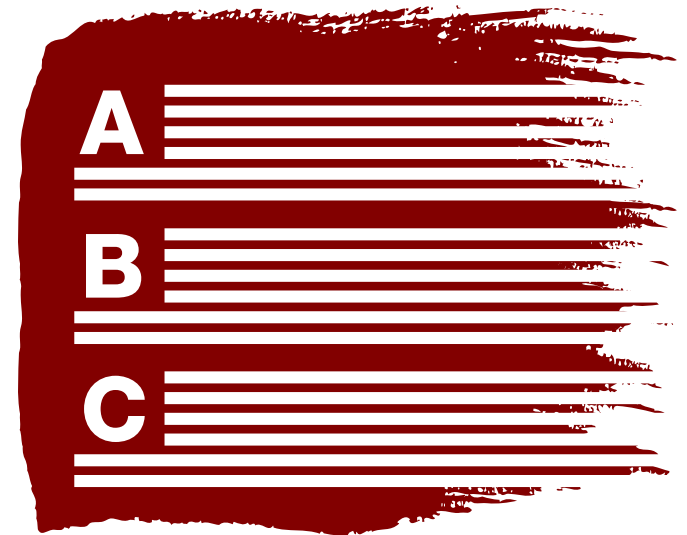
Always Provide Options

Never Present one proposal to a customer
NO matter what.

A = Customer Request

B = Higher

C = Lower



"The customer will tell someone else something they would have never told you." -GC



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Example

Always Provide Options



"The best way to make sense of what you do want is to know what you don't want." -GC



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A modern office interior with a large window overlooking a city skyline. The room has a polished floor and white walls. The text is overlaid on the image.

Become a Master

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7. Sales Secrets

Third Party Touch

Have another party or multiple parties touch every prospect, customer, buyer and non-buyer

Touch early

Touch During

Touch on the Exit

Touch in Follow Up.



"The best way to make sense of what you do want is to know what you don't want." -GC



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Bonus

8. Sales Secrets

The Second Sale

- Easiest Money Ever
- 96% of sales people never attempt 2d sale.
- You never get ALL the money from any one customer no matter
- Also the 2d Sale is the BEST way to own a client
- Timing Is Vital Here



“Every buyer will give you more money, no exception.” -GC



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The background of the advertisement is a photograph of a modern office space. On the left, there is a large window that provides a panoramic view of a city skyline with numerous skyscrapers. The office interior features a clean, minimalist design with white walls, a grey floor, and several white columns. The lighting is bright and even, creating a professional and inviting atmosphere.

Management Training
Learn How to Save Deals
call 310-777-0255

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Bonus

9. Sales Secrets

Instant Follow Up

- 48% Never Follow Up
- Average First Follow is 72 hours later
- The likelihood of contacting a customer decreases 10X between 5 minutes - 10 minutes
- Chances increase 900% if contacted in the first 10 minutes.



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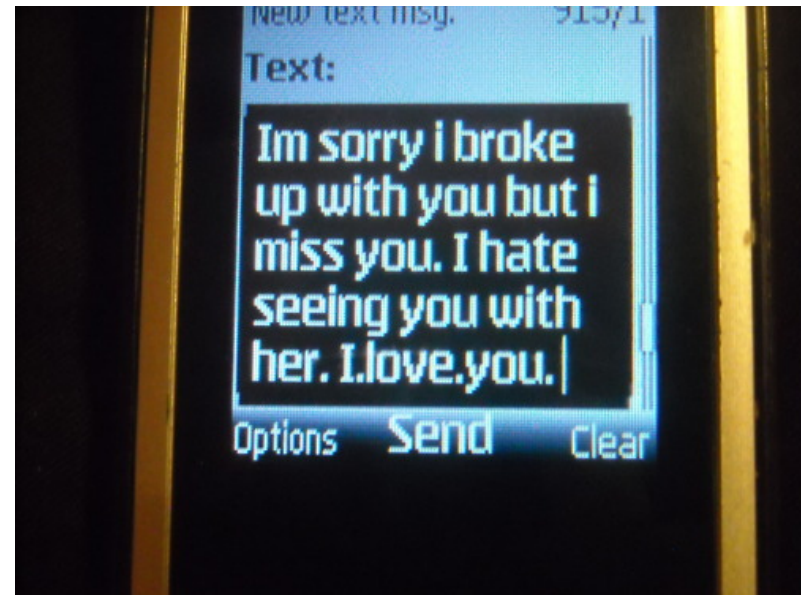
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Follow Up Magic

Call our 365 Follow Up program
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1. Text Text Text
2. Call
3. Email
4. Mail
5. Personal Visit



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A modern office interior with a large window overlooking a city skyline. The office has a polished floor and white walls. The city skyline is visible through the window, featuring several tall skyscrapers.

**365 Day Follow Up Program
Every Call Laid Out**

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10. Sales Secrets Decision Phenomenon

- a) The buyer decides to take action before he/she agrees to take action.
- b) The buyer has reasons for closing that you aren't aware




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A woman with blonde hair, wearing an orange sports bra and black leggings, is running in a gym. She is carrying a large, heavy black tire over her right shoulder. The gym background includes various fitness equipment like kettlebells, a red exercise ball, and a blue exercise ball. The lighting is dramatic, with strong highlights and deep shadows.

**SUCCESS DOESN'T
HAPPEN TO YOU
IT HAPPENS
BECAUSE OF YOU**



Whatever It Takes
NETWORK

The background of the image is a modern office interior with a large window overlooking a city skyline. The office has a clean, minimalist design with white walls and a polished floor. The window provides a view of a dense urban landscape with various skyscrapers and buildings. The lighting is bright and even, creating a professional and inviting atmosphere.

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Code # CardoneSalesTips
310-777-0255**

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