



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

Grant Cardone

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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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