

IF YOU'RE NOT FIRST, YOU'RE LAST

Sales Strategies to Dominate Your Market and Beat Your Competition

GRANT CARDONE

GRANT CARDONE is a sales trainer and motivational speaker. He is the author of three books including *Sell to Survive* and *The Closer's Survival Guide*. Mr. Cardone is a regular contributor on *Fox & Friends* and has been featured on CNN, CNBC and *The Wall Street Journal*. His proprietary sales methods, known as *Information-Assisted Selling*, are now in use by Fortune 500 companies, entrepreneurs and non-profit organizations in several countries. Grant Cardone is a graduate of McNeese State University.

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ISBN 9871-77544-441-1

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MAIN IDEA

In business, you don't win any prizes just by turning up and participating. So many tangible rewards and benefits flow to whoever is in first place in your industry that it should be obvious first place is the only place that matters. With this in mind, you should be consistently and aggressively working towards becoming absolutely preeminent in your market.

The current economy is a game changer when it comes to the business landscape. The undeniable truth is if you're not first in your market, you are in a precarious and unsustainable situation. Even if you run a close second, that isn't good enough.

It's time to get into action and move to the head of your category or field. You can be first and you should be working intelligently to get there. To create that kind of success, you're going to have to take the kind of action everyone else talks about but never quite manages to pull off. You're going to have to do whatever it takes to elevate your game to a higher level. This is the only way you'll own that powerful position of first.

"So quit compromising and being 'reasonable.' Let's get you fighting - every minute of the day - for the number one spot in your business. You want to be on top when the market is great and take market share when it is not. I say to hell with the economy! I choose to improve, conquer, and prosper and will do everything possible to be first. By taking very precise, exact, correct actions, you can combat any economic pullback and achieve any level of success you desire. You can continue to expand and conquer in your endeavors and move your goals and dreams forward, literally creating your own new economy. The reality is that every business has its ups and downs, and every economy has its cycles. Some downturns are worse than others. The good news is twofold: (1) there are exact and precise actions that you can take to counter any contraction and (2) contractions are excellent opportunities in which to expand and conquer market share. Use the doom and gloom to make this your time to boom!"

- Grant Cardone

1. The four potential responses to economic contractions Page 2

There are only four potential responses to any economic contraction, and of the four there's only one that counts: advance and conquer.

- | | | |
|---|---|-------------------------|
| Four
responses
to
economic
contractions | 1 | ... Cheerleader |
| | 2 | ... Old school |
| | 3 | ... Quitter |
| | 4 | ... Advance and conquer |

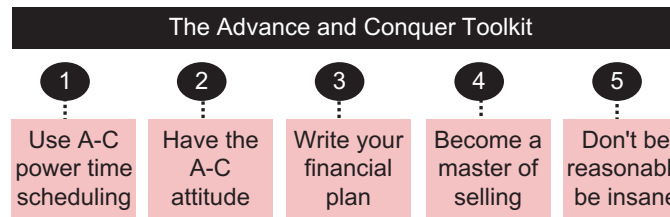
2. How to advance and conquer. Pages 2 - 6

There are thirteen tactics you can use to respond to a recession and move your business forward by applying the advance and conquer mindset. Implementing one or all of these techniques can make a world of difference on your journey towards becoming first in your market.

- | | | | | | |
|------------------------------------|---|---------------------------------|--|----|----------------------------------|
| Advance
and
Conquer
(A-C) | 1 | ... Reactivate your power base | | 8 | ... Offer add-ons and 2nd sales |
| | 2 | ... Reenergize past clients | | 9 | ... Develop value-added prop. |
| | 3 | ... Make more personal visits | | 10 | ... Act hungry |
| | 4 | ... Convert the unsold | | 11 | ... Expand target client profile |
| | 5 | ... Build your referral streams | | 12 | ... Increase your marketing |
| | 6 | ... Deliver "Wow!" experiences | | 13 | ... Repackage, enhance profits |
| | 7 | ... Pack in more value | | | |

3. The five building blocks of advance and conquer. Pages 7 - 8

To make advance and conquer happen in your business or career, put together a toolkit with five key elements:



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