

# **JEFFREY GITOMER'S 21.5 UNBREAKABLE LAWS OF SELLING**

**Proven Actions You Must Take to Make Easier,  
Faster, Bigger Sales...Now and Forever**

**JEFFREY GITOMER** is a sales trainer and keynote speaker. He is the author of several bestselling books including *The Sales Bible*, *Little Red Book of Selling*, *Little Black Book of Connections* and *Little Gold Book of YES! Attitude*. Mr. Gitomer also writes *Sales Moves*, a syndicated weekly column on sales and *Sales Caffeine*, a weekly email sales newsletter. He delivers more than 100 sales training and leadership seminars each year and consults with companies like Coca-Cola, BMW, AT&T Wireless and Enterprise Rent-A-Car. Mr. Gitomer attended Temple University for several years in the 1960s where he attended every Big 5 college basketball game possible before dropping out without earning a degree.

Mr. Gitomer's Web site is at [www.gitomer.com](http://www.gitomer.com).

ISBN 978-1-77544-783-2

**MAIN IDEA**

*"At a time when the RULES are changing, the LAWS remain constant. You CAN change the rules. You CANNOT break the laws."*

- Jeffrey Gitomer

**21.5  
Laws**

Just like in the natural world, there are 21.5 universal laws of selling which apply in all settings and in all situations. It is these laws which determine whether you excel or stumble along in mediocrity.

You certainly don't have to play by the rules to excel in sales but you do have to follow and implement the laws:

- Align your actions with these laws and you will make the sale.
- Ignore these laws and you automatically face a headwind which will make any forward progress difficult if not impossible.
- Implement these laws and you build a solid foundation for your future sales career success.

*"My first ten years in sales taught me the rules of selling. My second ten years in sales reinforced my love of selling and my belief in what I was selling. My third ten years in sales left me with an urgency to write and speak about what I had learned so that others could use those lessons for themselves - and turn my skills and my success into their skills, their success, and their money. Better stated, your money. Now, after forty years in sales, I have come to the realization there are Unbreakable Laws that you have to follow in order to achieve the desired outcome - the sale! Once you begin to master the laws, you are building a concrete foundation for sales and career success."*

- Jeffrey Gitomer

*"If you learn the laws - if you work hard to master the laws - then making sales will become easier and faster."*

- Jeffrey Gitomer

**21.5  
Laws**

Law #1	Don't cold call, do things which will attract willing buyers	▶	Page 2
Law #2	Always have a YES! attitude, transfer that to your clients	▶	Page 2
Law #3	Understand that you have to believe before you succeed	▶	Page 2
Law #4	Employ humor to make sales	▶	Page 3
Law #5	Build your own sales brand	▶	Page 3
Law #6	Earn a great reputation by always doing the right things	▶	Page 3
Law #7	Be pleasantly assertive and persistent - people respect that	▶	Page 4
Law #8	Demonstrate your excellence - personal and execution	▶	Page 4
Law #9	Deliver value first - then ask for the sale	▶	Page 4
Law #10	Always communicate in terms of them, not "We did this"	▶	Page 5
Law #11	When selling, always ask before you tell	▶	Page 5
Law #12	Give memorable service to all your customers	▶	Page 5
Law #13	Be loyal to your customers and they will do the same	▶	Page 6
Law #14	Earn your customer's trust and you secure your future	▶	Page 6
Law #15	Utilize the voice of your customers to sell others	▶	Page 6
Law #16	Always discover the reason why your customers don't buy	▶	Page 7
Law #17	Clarify your intentions - and how they drive achievement	▶	Page 7
Law #18	Always be perceived as being different	▶	Page 7
Law #19	Become highly proficient and give dynamic presentations	▶	Page 8
Law #20	Use social media astutely to drive engagement	▶	Page 8
Law #21	Earn the right for customers to give you referrals	▶	Page 8
Law #21.5	Love your sales job or leave it - don't be wishy-washy	▶	Page 9

**21.5  
Laws**

