

Chapter 1 : Closer's™ Survival Guide by Grant Cardone " Audio CDs or MP3 " Discount!

First - there is MUCH to learn from Grant Cardone and The Closer's Survival Guide. The mechanics of the close, the proper rules for negotiating and most of the example closes are gold. But read this book through your own lens and be critical of the information you receive.

The beginning of the book focuses on the most critical part in the sales cycle: While closing occurs every day, I also realized looking back on past experiences my hesitancy to perform these closes. Grant exposes all of the reasons for not closing and explains them in great detail. However, when I finally did she said yes! Other times my complacency was trumped by others who knew how to close and achieve the end goal. The things we want do not just fall into our lap, we must use specific techniques, strategies, and take specific actions. Two key pieces of information that I found central to closing are: Successful sales people accept full responsibility for the outcome of the sale. You must be so fully sold on your product that you believe it is unethical for the prospect not to do business with you. As a result, I now make a conscious effort to only commit to projects I can see myself completing and schedule the appropriate time to ensure I complete them. Grant uses a great analogy to explain this: In sales this is where the sales rep quits before they get an agreement and never get a close. There is a saying that the Chinese Bamboo tree takes about five years before it cracks the surface of the soil, and in the fifth year it grows over 80 feet tall in just six weeks. It took years of nourishing with light and water to help it grow, and without it the tree never would have matured. Compare that to when you followed a project through to the end and witnessed the end result. Grant estimates that if you spent a tenth of this time, your results would skyrocket. Grant makes sense of this by defining two forms of learning: Create an experience and practice, drill and rehearse the possible scenarios. As a result you will acquire a certainty about how to close deals. For example, try spending 30 minutes where you write, read and repeat the answer to a typical objection that you get. Ever heard of the statement we learn from experience? Put yourself in situations that will require you to use the skill you are trying to acquire and see what result you get and keep making changes as you go along trial and error. I realized the importance of proactive learning and committing to following through with actions. The good news is that anyone can become significantly better. Blocking off time each day to implement these strategies would enable you to learn how to get what you want out of life. If you want to learn how to close and get your products and services into the market place or simply get what you want, then this book is for you. Grant empowers the reader, showing how he became top of his field in only a couple of years. What I found the most useful was not the closes and how to respond to them but rather the focus I developed in creating my own system, so that I too could become a professional in my own field. This book is essential for those new to sales to help acquire true sales leader habits, and for the veterans to help take their game to the next level.

Chapter 2 : The Closer's Survival Guide by Grant Cardone

A survey of over sales people indicates that handling objections and closing the deal are the biggest weaknesses of ALL sales people. I created The Closer's Survival Guide for YOU so you can become GREAT at Negotiating and Closing.

Chapter 3 : Grant Cardone Closes - The Closer's Survival Guide

In "The Closer's Survival Guide", the author educates the reader in various ways of closing deals. Deals covered include material items such as electronics, cars, software and toys. These same techniques can be used for non-material deals such as apartment leases, real estate, various negotiations, and even non-profit organizations.

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that the average buyer MUST be asked 5 times before they will buy but the average sales person on has 3 closes?

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closers survival guide Association - Grant Cardone's book, The Closer's Survival Guide, is not a theory of closing the deal, but exactly HOW to.

Chapter 6 : The Closer's™ Survival Guide " Actionable Books

Closers Survival Guide PDF. The Closer's Survival Guide Book - Grant Cardone Training A Survey Of Over Sales People Indicates That Handling Objections And Closing The Deal Are The Biggest Weaknesses Of ALL Sales People.

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The Closer's Survival Guide audio series contains 8 discs containing of the most powerful closes known to mankind guaranteed to make you a Master Closer. In.

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