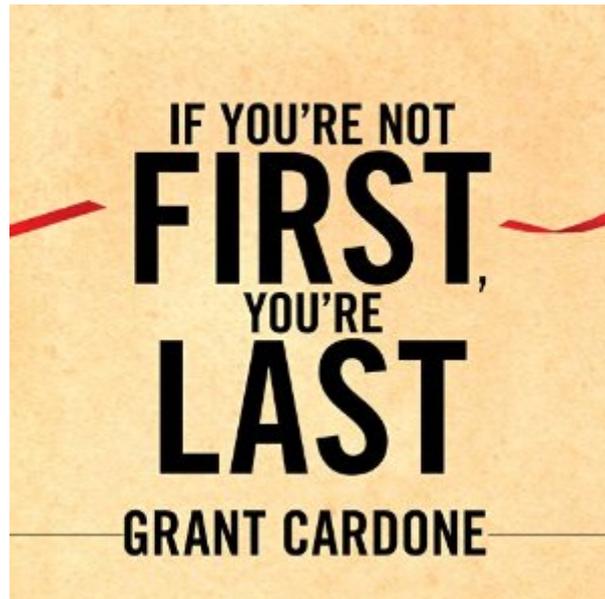


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# If You're Not First, You're Last: Sales Strategies To Dominate Your Market And Beat Your Competition



## Synopsis

During economic contractions, it becomes much more difficult to sell your products, maintain your customer base, and gain market share. Mistakes become more costly, and failure becomes a real possibility for all those who are not able to make the transition. But imagine being able to sell your products when others cannot, being able to take market share from your competitors, and knowing the precise formulas that would allow you to expand your sales while others make excuses. In *If You're Not First, You're Last*, international sales expert Grant Cardone explains how to sell your products and services - despite the economy - and provides you with ways to capitalize regardless of your product, service, or idea. His proven strategies will allow you to not just continue to sell, but create new products, increase margins, gain market share and much more. Key concepts in *If You're Not First, You're Last* include: Converting the Unsold to Sold The Power Schedule to Maximize Sales Your Freedom Financial Plan The Unreasonable Selling Attitude

## Book Information

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## Customer Reviews

The theme of the book is that during economic downturns, it's tougher for salespeople to sell their products, maintain existing clients and acquire new ones. Cardone first explains 4 possible responses to an economic downturn and why aggressively 'advancing and conquering' is the winning response. He then goes on to suggest a number of selling strategies including how to activate existing clients, old clients, new clients and second sales - in addition to explaining how to ask for referrals. He explains the importance of Price and delivering at "wow" levels. Then he explains the importance of "acting hungry", how to develop effective marketing campaigns and, how to define your target market in a downturn. He shares his ideas on how to maximize the scheduling

of your day and also why having a financial plan and budget is critical to your success. My assessment:1) This is a quick read. The book is written in conversational tone and in plain speaking language2) It is written from someone who has done it and has been in the trenches - author is passionate and credible on the topic. For this reason the book is both motivational and inspirational - it leaves you wanting to get right at it and take ownership of your own destiny.3) Each chapter is followed by exercises with thought provoking questions to reinforce your understanding of the concepts and approaches.4) The book is written for the individual contributor salesperson. This is not an ivory tower text book - just practical suggestions on how a salespeople can/should move forward.5) Cardone pushes his own sales training, books, seminars, and web site a bit aggressively (...)

IF YOU'RE NOT FIRST, YOU'RE LAST reads the catchy title of this book and if the reader is not careful about peeking into a motivationally challenging way of looking at success, the subtitle may go unnoticed: SALES STRATEGIES TO DOMINATE YOUR MARKET AND BEAT YOUR COMPETITION. Author/motivator Grant Cardone doesn't dance around issues. He confronts those fortunate enough to purchase this book with the fact that yes, the market is scary right now so gear up and take advantage of the opportunity that while colleagues may be cowering in fear, you can jump into the positive mode of thinking and come out on top. 'Problems are opportunities, and conquered opportunities equal money earned' is just one of the motivating phrases that jump off every page of this book. Topics such as 'An advance-and-conquer attitude', 'Why dominance means disregarding social norms', and 'How to deliver at "WOW" levels' may give an idea of the strengths of Cardone's writing, but at the same time Cardone won't allow his reader to simply buy another self-help book to stash on the shelf: he demands much of those smart enough to jump onto his rocket to success. How to make use of this slow recession period is for this reader the most fascinating part of the book. Cardone presents schedules of how to manage each day in contacting potential clients, following through in manners that may seem a bit pushy at first reading until Pow! - there is Cardone's result table. 'Don't seek to satisfy; seek to wow. The more you wow, the less you have to promote - because others do it for you!' Citing too much of the information within this book would be unfair to the author and might discourage readers from buying into this book's powerhouse of motivation.

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