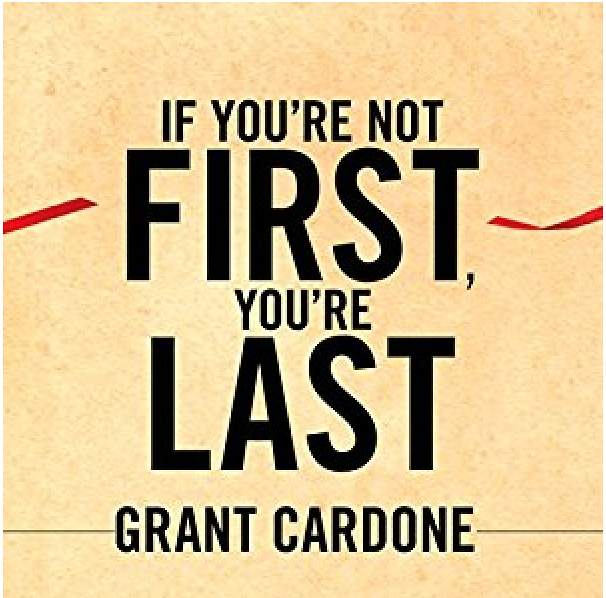
If You're Not First, You're Last: Sales Strategies To Dominate Your Market And Beat Your Competition



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

Must read if your interested in really learning how to create a relationship based business. Not just calling and asking for a referral but really developing relationships first then ask for the referral. I’m a REALTOR and it is perfect for my business.

Grant has the gift of inigntful, plain spoken and hard won logic. He’s such a southerner. He mixes in some real gems with mostly good old fashioned not so common sense. He does such a great job at repeating things you already might know in your head but don’t seem to "hear" until someone else says them. Buy the book, support Grant and your self. Give it a read with your sharpie in hand.

Very easy to read with very powerful ideas that can be put to use immediately. All of Grant’s books are great. It’s not just for the inspiration. His casual (as if he were speaking) writing style is combined with practical advice on how to achieve specific results. None of it is overly industry specific. The material would benefit anyone regardless of current occupation or current stage of life. I can’t imagine anyone not getting a huge advantage out of it, or at least being a little better off.

Amazing book. Wish I got this five years ago. I think the strategies suggested just about work for any time more so during the recession. Concept of domnating the market as opposed to serving the market is an eye opener and most powerful idea. And yes, we severely understimate the efforts needed to make it big and stay big. Loads of operational and execution wisdom promoted with the singular concept - "You are responsible for everything that happens in your life" - A Must read.

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 (...yet, how can one fault a master salesman for asking for the business)6) Certainly appreciated his approach of taking massive action and energy - and following up relentlessly - while others are paralyzed in the downturn.7) I didn’t find the sales strategies necessarily fresh, but the re-packaging and positioning was definitely worth the read.8) As the title of the book suggests, the book is on sales strategies and not specifically on "selling" or "sales process" techniques. For these topics, you would be advised to check out his earlier book.A few of my favorite excerpts from the book include:"People develop an overall unrealistic attitude when the business is good and wind is at their backs. When the market changes and belts tighten, the forces are no longer at your back but are blowing in your face. Every weakness is greatly magnified when times get tough.""Personal visits are the single most powerful method by which yo will ever make contact with a client and are guaranteed to advance your position. It would take 10 phone calls to equal the outcome of one personal visit.""You must be willing - especially during economic slowdowns - to take extreme actions in order to offset the pullback. Often, the action seems extreme because people are conditioned to wait from something to happen rather than making something happen.""Follow up, follow up, and follow up - despite what anyone tells you, despite the emotions, despite anything - follow-up.""When people ask, "Why is he always moving so fast?" my answer is, "That’s how I roll." When they ask, "What’s the hurry? Chill out," inspire them by saying, "The more I do, the more I can do, and the more I can do, the more I get done!" When they tell you, "Slow down and enjoy your life," tell them, "I can’t slow down. I have an economy to create so that I can ensure the future of my family."

Sales do not apply the same way to al products. Specially when you are selling services. Must dig in others systems

Good book received

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If You’re Not First, You’re Last: Sales Strategies to Dominate Your Market and Beat Your Competition Sales Eats First: How Customer-Motivated Sales Organizations Out-Think, Out-Offer, and Out-Perform the Competition The Discipline of Market Leaders: Choose Your Customers, Narrow Your Focus, Dominate Your Market The High-Velocity Edge: How Market Leaders Leverage Operational Excellence to Beat the Competition (Business Books) Get to Aha!: Discover Your Positioning DNA and Dominate Your Competition The HyperLocal HyperFast Real Estate Agent: How to Dominate Your Real Estate Market in Under a Year - I Did It and So Can You! Bikini Competition: Ultimate Bikini Competition Diet Cookbook! - Bikini Competitors Guide With Carb

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