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Closer's survival guide review

Grant Cardone did it again. Here's my review of his book Closer's Survival Guide. Download my review directly to your computer as a pdf file (ebook form) and get a copy of your free gift just to read my review (i.e. a free copy of Professional Closer that will give you clues on how to turn an average seller or even an above average figure to a professional 7 digit closer). Get a free copy by clicking on my Closer's Survival Guide Review. This is a must read - let me summarize this great book for you! As with most of Grant Cardone's books, you agree or strongly disagree with his sales philosophies and tactics. I find that most of us who were raised on the old sales style don't like to embrace change. In The Closer's Survival Guide, the author educates the reader in various ways to close deals. Covered offers include material items such as electronics, cars, software and toys. These same techniques can be used for non-material transactions such as apartment leases, real estate, various negotiations, and even non-profit organizations that are trying to raise funds. Mr. Cardone often seems direct in his closing approaches, but he points out that if you're in the sales business, you're really into the closing business. You can sell anything they'd like, but the big, real business doesn't happen until the close is over. You are not a person who sells, you are a person who closes business. The author takes the traditional sales training methods used by so many people and returns them completely. What was a high-pressure and manipulative sales process, Mr. Cardone instead made selling something that is win-win for both parties; allowing everyone to sleep well at night. Give customers options and make sure the product or item sold is good for them. It's not just about reaching your sales number. If you truly believe and are passionate about your cause or product, you will want it to be used by everyone. When you become an evangelist of what you sell, you are often dissatisfied until the person you are selling closes the deal. The author says that when you lose that passion for what you sell, move on to something you're passionate about. The book is divided into two main sections. The first is an overview of what fencing is and why it is important in any type of agreement. The second half of the book is the author going through the many examples of fencing and they are best used. It should be noted that the author does not claim that the many examples provided are guarantees at the conclusion of transactions, he says that one may need to change them for your specific situation. What is powerful about this book is that the author gives you many answers as to why an agreement can not be closed, you can receive, and how to respond to it and with confidence. Closures are not only cost-oriented, as many think, but they can often be found in one or more different examples that Mr. Cardone provides. I like that the author also wants to peel the onion and try to get to the real question by asking for closure. Sometimes a person will simply say that they do not have a budget, but that is often not trusting the product or the solution that is sold to them. They may have some underlying fear of failure or other repercussions from buying your solution, and until the root is addressed, you won't be able to close. Often you need to help the buyer understand why these underlying fears are often irrational. Once one gets to the real reason why someone wouldn't want to buy your product, you can now go for the fence using the examples provided. Again, this is not manipulating the buyer, but using the sale based on questions to help them make the right decision to seal the deal. The author highly recommends if you listen to the audiobook version you also buy the print or digital version; he is a closer himself. This is how you have to learn the many different examples it provides and you can study them and practice them over and over again. This way, when you are put in a specific situation, you know which of the closing examples you want to use. I agree that this is an important thing to do if you really want to be on board with this sales method. Why don't you want to have a different version of the material so you can consume it in different ways in different situations. As with the other books I have reviewed by this author, I know that many complain that he should not tell the books himself. I address this question by saying that if the author truly believes and is an evangelist for his own business and products, why would he not want to express that by narrating the book? Remember that this is not a novel or fiction book, but a training session in the art of fencing. I could easily get on the background paper mixing noise etc because the material was so good. As I said earlier, you like or dislike Mr. Cardone's style and techniques. For those who want something new and fresh for their outdated and manipulative sales approach, this may be the book they are looking for. Yes, it does rehash many other material books, but the author does not know if you have listed or read anything of his previously. I also find it good to hear over and over again as it starts to sink into my head more that way. 18909 NE 29th Ave Aventura, FL 33180 Toll-Free: 800-368-5771 Office: 1 310-777-0255 Fax: 310-777-0256 Best Reviews To the surprise of many people, strong sales skills are a key requirement for most film producers. Thus, having a training in this area has been an asset on this career path. Similarly, many aspects of our daily lives, both commercial and personal, could be said. Sales activity is essential in ways that many do not understand, and it is an art form that resembles in many ways the structure and complexity of a language. Thus, we arrive at The Closer's Survival Guide a fo book To the surprise of many people, strong sales skills are a key requirement for most film producers. Thus, having a training in this field has been a key asset for me on this career path. Similarly, many aspects of our daily lives, both commercial and personal, could be said. Sales activity is essential in ways that many do not understand, and it is an art form that resembles in many ways the structure and complexity of a language. Thus, we arrive at The Closer's Survival Guide a book focused on perhaps the most important part of the sale of The Art of The Fence. Written by Grant Cardone, a true legend in the auction industry. So I had high hopes for this title. After reading one of Cardone's previous books The 10x Rule: The Only Difference Between Success and Failure, I know he is a competent author. However, what he delivers in The Closers Survival Guide feels like the missing appendix to a book I'm still reading (and one I imagine it's not yet writing). Cardone approaches this title with her usual energy and zeal. His in-depth knowledge of the art of selling and closing is more than impressive, and it is clear that he is a very competent and intelligent salesman. However, this really gives the impression of being invited to learn a language by being given a dictionary - with the worst thing being the dictionary is not even in alphabetical order and you are given no context of the grammar, forms and structures the language takes. It keeps getting closer after closing, after closing - placed in a seemingly random and unrelated order, with no frame as to when or why to use each, or how to incorporate them into a sale. He sometimes warns against using certain closures, but without applicable settings, his advice can actually undermine many sellers. Background for closures is simply missing, so it ends up becoming a blur of Cardone just showing off his vast knowledge. Anyone with experience in sales will be familiar with some, if not a lot of closures, but there will certainly be a lot of closures that even the most accomplished person of sales will not be familiar with - with some being wide compared to with closer reach and utility. Some are very similar (and would have been better organized in appropriate styles and categories), but the randomness of the presentation hinders the usefulness of everything presented. Imagine being presented with a food menu with 1000 random items, all un categorized without logical order, just a mixed mass assortment - without price or values. Now say say What do you want to choose for dinner? In the end Cardone leaves the reader hungry for structure, form and context. The total lack of organization and lack of a framework can leave many people overwhelmed and slow down their progress in terms of true understanding. Therefore, it could actually do more harm than good. Unfortunately, this is a confusion that would need to be completely rewritten to be of functional use in the learning arena for real life sales. It is a shame because such extensive knowledge could have been put to much better use with the right application. plus Page 2 2

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