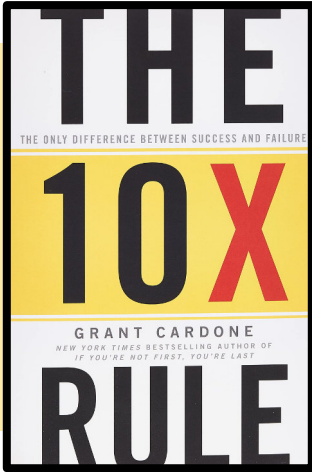


7 Lessons From The 7 Best Sales Gurus

Inside...

- **How To Guarantee Success**
- **How To Nail The First 4 Seconds**
- **Why You Should Bring Out Objections Early**
- **Why People Buy**
- **How To Manage Your State**
- **How To Handle Rejection**
- **How To Turn Theory Into Practice**

LESSON 1



Grant Cardone - **The 10X Rule**

How To Guarantee Success

Everyone seems to know the answer - take massive action towards your goals. But what exactly makes it “massive”, how much? Grant Cardone has got the answer. The 10X Rule says that we need to set goals that are 10 times bigger, and work 10 times harder to achieve them. The problem with most goals is that they are too small, too unambitious. Without big goals it is hard to get excited and motivated enough to actually do something.

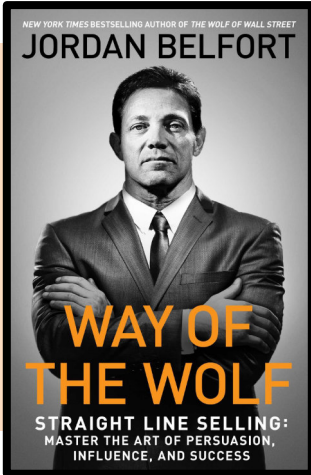
The great thing about setting extraordinary goals, is that if we don't reach them in their entirety, we'll still exceed our expectations.

Write down your desired result, work backwards and figure out what actions need to happen in order to make your goal a reality - and then 10X that.

Don't underestimate what it takes. And most importantly - don't underestimate yourself.

“What if the only thing standing in the way of your greatness was that you just had to go after everything obsessively, persistently, and as though your life depended on it?”

LESSON 2



Jordan Belfort - *Way Of The Wolf*

How To Nail The First 4 Seconds

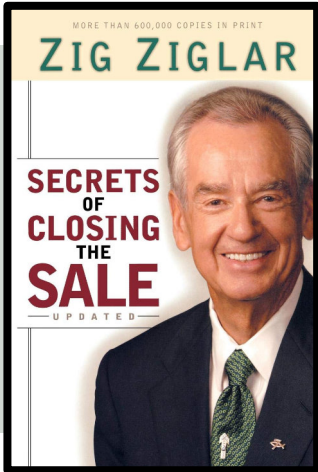
First impressions are very important. The brain makes a determination about someone within 4 seconds over the phone. In person, the brain begins it's determination in only a quarter of a second! In reality, you do have a small window of time to overcome a poor first impression... but not much.

According to Belfort, there are 3 things you MUST establish, right off the bat:

1. Sharp as a tack - First, if you don't believe you're sharp as a tack, "You're wasting your time". Remember, it's impossible to outperform your self-image. Mindset matters!
2. Enthusiastic as hell – Only sell what you are genuinely passionate and excited about – everything else will be seen as a facade... and your credibility will go down in flames.
3. Expert in your field – This does NOT mean you must wait until you "know everything" before you try to close business...but you must "act as if".

"How you are perceived will carry through to every part of the sale, but it starts in the first four seconds. If you screw that up and make a negative first impression, then you basically have no chance of closing the deal."

LESSON 3



Zig Ziglar - Secrets of Closing the Sale

Why You Should Bring Out Objections Early

When you truly understand people's challenges and objections, you can design your sales process to naturally deal with and neutralize those objections before they become an issue.

Like Zig says, you do NOT want to leave this until the end of sales process, where people will already be feeling naturally anxious or stressed about having to make a decision.

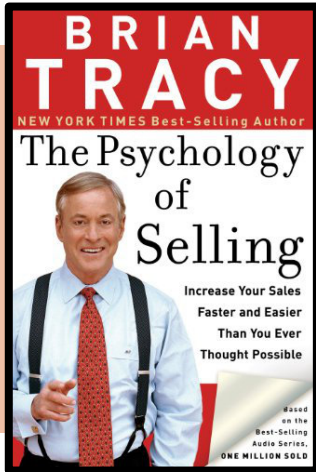
If there are any objections, it is infinitely better to bring them out early so you can deal with them as part of the presentation rather than at the end of the interview.

By repeating those concerns and objections to people they will be more inclined to believe you can help them overcome those challenges.

So, don't be afraid of objections. Embrace them.

"If you, the salesperson, can smoke out any objection early, you can sell on the offense instead of on the defense."

LESSON 4



Brian Tracy - Psychology of Selling

Why People Buy

It's important to understand that people buy for their reasons, not ours. Every buying decision is an attempt to be better off as a result of having made that decision.

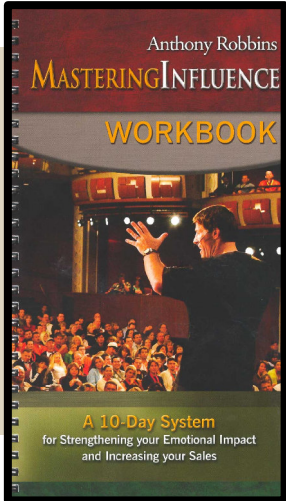
All professional selling begins with need analysis. And you're not in a position to sell until you understand what need of the prospect your product or service can satisfy and then structure your presentation so it satisfies that need.

The basic rule of selling is that people do not buy products; they buy benefits. And our job in the sales conversation is to find out what benefits this person would be willing to pay for. You uncover needs by questioning skillfully and listening carefully.

In the prospect's mind, the caliber of the sales presentation, the materials used in the presentation, and the appearance of the salesperson reflect the

"As long as you are focusing all your attention on the customer and what he or she wants and needs, you're selling professionally"

LESSON 5



Tony Robbins - Mastering Influence

How To Manage Your State

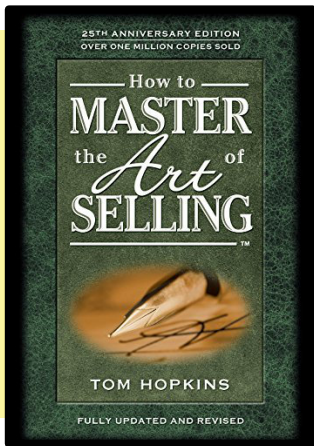
The ability to control your emotional state at any given time is extremely important, because if you don't do that, then you're way too prone to emotional swings, you're way too prone to letting events dictate what happens to you, rather than taking control.

To change your state, you can try changing your breathing patterns, changing what you focus on and what you think, as well as using "power moves" - movements that you can use as an anchor that instantly put you into a strong peak state.

Your state is probably one of the more important things, because if you're in the wrong state, you're not going to do it, so determine beforehand what state you have to be in in order to get the best of the different activities you do.

"All performance is state related. The state you're in gets linked to your product."

LESSON 6



Tom Hopkins - How to Master the Art of Selling

How To Handle Rejection

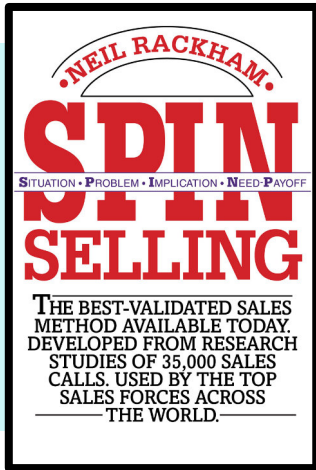
If you can handle rejection, you can handle more personal pain, more business pain, more emotional strife, more challenges, more pressure - and still keep moving forward.

The 5 attitudes toward rejection

1. I never see failure as failure but only as a learning experience.
2. I never see failure as failure, but only as the negative feedback I need to change course in my direction.
3. I never see failure as failure, but only as an opportunity to develop my sense of humor.
4. I never see failure as failure, but only as an opportunity to practice my techniques and perfect my performance.
5. I always see failure as a necessary part of the game I'm playing to win.

"If you risk failure frequently, you'll fail frequently. That's inevitable. It's built into the system. Also built in is the percentage effect: From a certain number of tries, you get success."

LESSON 7



Neil Rackham - SPIN Selling

How To Turn Theory Into Practice

No book, podcast, seminar or workshop alone will improve your selling skills. You must ingest the material, then apply it and then repeat it over and over.

The Four Golden Rules for Learning Skills:

1. Practice Only One Behavior at a Time. Don't move on to the next one until you're confident you've got the first one right.
2. Try the New Behavior at Least Three Times. Never judge whether a new behavior is effective until you've tried it at least three times in real life scenarios.
3. Quantity Before Quality. The most effective pathway to creating mastery of any new behavior is through repetition. Do NOT wait until you have the new skill perfect to try it out.
4. Practice in Safe Situations. If you first try out the new behavior in a crucial situation, you're likely to be unsuccessful and vow the behavior ineffective.

"The sad fact is that we generally work harder and more effectively to learn knowledge than to translate our knowledge into skills"