



GRANT CARDONE

The New York Times Best-Selling Author and International Sales Expert

The star of National Geographic Channel's *Turnaround King*, a motivational speaker, an international sales trainer, and *The New York Times* best-selling author, Grant Cardone is one of America's leading businessmen. A regular contributor on shows such as Fox News, CNBC, MSNBC, and CNN, Grant has turned around hundreds of thousands of individuals' incomes, businesses, and lives.

Grant has written many books, including *If You're Not First, You're Last: Sales Strategies to Dominate Your Market and Beat Your Competition* (2010), which made *The New York Times*' and *The Wall Street Journal*'s best-seller lists and made a #1 ranking on Amazon and Barnes and Noble. He also writes for *The Huffington Post*, *Entrepreneur.com*, and *Business Exchange*.

Most recently the star of *Turnaround King*, Grant visits struggling businesses of America and teaches them first-hand what they need to do to get their companies running smoothly again. With America in a recession, companies seek Grant's business expertise.



He has also launched state-of-the-art, interactive virtual training centers, www.SalesTrainingVT.com and www.cardoneuniversity.com.

As the CEO of three multi-million dollar businesses, Grant has a wide array of business knowledge including:

- Sales
- Real estate
- Finance
- How to transform a failing business into a successful one
- How to improve your income and your life

Grant has been a motivational speaker for over twenty years and speaks to as many as 200 audiences per year. Fortune 500 companies, entrepreneurs, non-profit organizations, and individuals use Grant's techniques and systems to increase their effectiveness and value in the marketplace.

For more information on Grant Cardone, you can visit www.GrantCardone.com, follow him on Twitter @grantcardone, or "Like" his Facebook page, "Grant Cardone."



[The 10X Rule: The Only Difference Between Success and Failure](#) (2011)

While most people operate with only three degrees of action- no action, retreat, or normal action- if you're after big goals, you don't want to settle for the ordinary. To reach the next level, you must understand the coveted 4th degree of action. This 4th degree, also known as the 10 X Rule, is that level of action that guarantees companies and individuals to realize their goals and dreams.

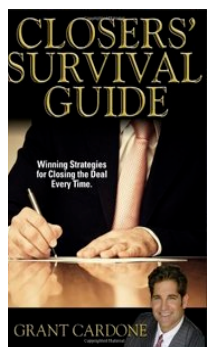
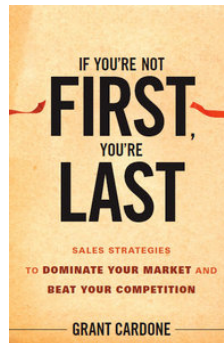
The 10X Rule unveils the principle of “Massive Action,” allowing you to blast through business clichés and risk-aversion while taking concrete steps to reach your dreams. It also demonstrates why people get stuck in the first three actions and how to move into making *The 10X Rule* a discipline. Find out exactly *where* to start, *what* to do, and *how* to follow up each action you take with more action to achieve 10x the money, 10x your goals, 10x the happiness, and 10x your possibilities with Grant’s latest book, *The 10X Rule*.

[If You're Not First, You're Last: Sales Strategies to Dominate Your Market and Beat Your Competition](#) (2010)

Grant’s book, *If You're Not First, You're Last*, claims its history as a *NY Times Best-Seller* and serves as the playbook for boosting sales, increasing margins, and creating new opportunities no matter the economy.

He gives exact strategies to converting the unsold to sold, maximizing time to maximize sales, turning every objection into a DONE deal, maintaining an unreasonable selling attitude, and much more.

In the real world, not everyone gets a prize just for showing up. You either win or you lose. If you’re in business during a down economy, winning means one thing: *being first*. Let your rivals complain about miserable selling climates! They can hide beneath their excuses as you dominate your market. Remember, in this world, *if you're not first, you're last*.

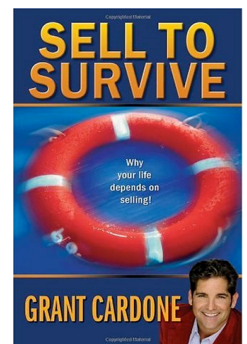


[The Closers Survival Guide: Winning Strategies for Closing the Deal Every Time](#) (2009)

The art of closing the sale is a needed skill of anyone that wants to move their ideas, dreams, products, and services into the marketplace. Filled with over 120 of the sickest, most powerful, finely-tuned, tested closes, Grant gives you the exact tools needed to start closing the sale, closing the deal, closing the transaction, and closing on your proposal –all which are vital for *anyone* that simply wants a job, wants a raise, wants to sell a product, or wants to get another person to do anything! Closing is what is required to ensure you get what you want in life, both professionally and personally.

[Sell to Survive](#) (2008)

Sell to Survive is a favorite for sales people and those that do not consider themselves sales people but who want to achieve more success in their lives. This book is about how to get *more* done in your life through selling, and it shows the reader how success is impossible without understanding the concepts of selling.





GRANT'S SUCCESS STORIES

"We are now #1 in the Southeast region of N. Carolina and #18 in the nation for Buick GMC. This is the first time ever we made it in the top 20 and we've only been training with Cardone for 60 days! We wish we had signed on to COD long ago!" – **Ryan Fuller, New Car Manager at Hendrick Buick GMC**

"I converted over from a competitor but I'm now a Cardone lover. The other guy was too boring and Grant is engaging. I love it for its simplicity and I believe it's effective because it's so simple; you don't need a PhD to understand it which makes it easier for me and my guys to apply it out on the sales floor." -**Fabian Brooks, GM @ Rohrman Gurnee Hyundai**

"After 3 weeks on the program, my closing ratio is pacing at a 5% ratio. After 4 weeks, closing ratio is almost up 15%!" -**Steven Risso, President at Teddy Nissan**

"Only after our first 30 days using VT, we had our best November ever!" -**Brian Kramer, General Manager at Germain Mercedes Benz of Easton**

"My favorite thing about VT is that the segments are 5-7 minutes SHORT; us sales people don't have big attention spans so this works for us. And Grant's high-energy videos are informational and motivational which keeps us engaged...a big difference between Honda's in house training: long and boring." - **Todd Gross, SM at DCH Honda of Lemon Grove**

"If You're Not First, You're Last' is my favorite book by Grant. I bought 30 of them and passed it out to my guys and told them: 'This is a great book, but by the time you finish reading it, it will be your owner's manual.' If you don't operate by this book then get out of the business. Get a 9-5 and leave this to the ones who really want it." -**Bill Finocchiaro, GM at Peruzzi Toyota**

"We had the best February in 5 years – record days in finance, record days in sales – we sold 139 units." -**Darryl Lavendar, Honda of El Cerrito**

"Grant brings everything to the forefront. It's not rocket science- it's common sense that everyone has, he shows you how to use it everyday. Gets you in the right mindset; some people drink coffee in the morning to get them going, I watch my daily dose of VT while exercising." -**Scott Comar, GM at Harold Zeigler BMW Kalamazoo**

"We love the closes, the techniques, what to say in every situation. My favorite quote is 'Don't turn a complaint into an objection.' Our October 2010 sales were up 20% compared to October 2009." -**Rich McClain, GM at Rohrman Arlington Lexus**