The Closers’ Survival Guide

by Grant Cardone

The world is littered with the bodies of sales people who learned enough about selling to make a career of it, but never learned how to close deals consistently in a way to make a success of it. The skill of selling is a MUST for promoting yourself, your business and your ideas. While many think that if they do a better job and work hard they will get raises and promotions. The facts prove otherwise though, as the only people that are getting promoted in life are those that are able to most successfully sell their ideas to others. It is said that the number one reason a business fails is a shortage of capital, but the reality is that business fails because of the inability to sell ideas, products and services to the public in quantities great enough to insure its success.

While this book will be read by millions of career sales people it is written for those that do not consider themselves sales people but who want to achieve more success in their life. This book is about how to get more done in your life through selling and to show the reader how success is impossible without understanding the concepts of selling.

You will be introduced to incredibly simple ways to sell any product or idea to anyone at any time. You will learn how to get others to “buy in” and agree with your ideas and get behind you and help you. You will learn strategies that will insure you are successful in life and show you exactly how to get to where you want to go. You will know how to eliminate confrontation and end disagreements with just words and your attitude. You will be shown what the “greats” do to be persuasive, the only reason people don’t like sales, how to predict what others will do and say, how to build trust, how to separate yourself from the average, why your prospect gets weird around money, how to “hard sell” without using pressure, the two single most important steps to success in sales and much, much more.

This is a fresh look at selling and how to use this forgotten art in a respectful, ethical way to get everything you want in life.

GCB2
THE CLOSERS’ SURVIVAL GUIDE — 29.95
Volume discounts also available — Call 800-368-5771 to order

Sell To Survive

by Grant Cardone

The ability to sell others is as critical to your success as food, water and oxygen is to life. While you may think that an exaggeration, every person on this planet is required to sell others on their ideas to advance themselves and their goals. The skill of selling is a MUST for promoting yourself, your business and your ideas. While many think that if they do a better job and work hard they will get raises and promotions.

You will be introduced to incredibly simple ways to sell any product or idea to anyone at any time. You will learn how to get others to “buy in” and agree with your ideas and get behind you and help you. You will learn strategies that will insure you are successful in life and show you exactly how to get to where you want to go. You will know how to eliminate confrontation and end disagreements with just words and your attitude. You will be shown what the “greats” do to be persuasive, the only reason people don’t like sales, how to predict what others will do and say, how to build trust, how to separate yourself from the average, why your prospect gets weird around money, how to “hard sell” without using pressure, the two single most important steps to success in sales and much, much more.

This is a fresh look at selling and how to use this forgotten art in a respectful, ethical way to get everything you want in life.

GCB1
SELL TO SURVIVE — 29.95
Volume discounts also available — Call 800-368-5771 to order
Quit Selling and Start Closing

It is said that the average customer will object five times before finally agreeing to a proposal. By survey, the average sales person has only four closes available and will quit prior to ever getting agreement from the buyer.

This program will teach you how to finally quit selling, quit talking and start closing. It will prepare you on how to handle any objection and close any situation. All great sales people understand that the close is the only step in selling that the sales person get paid for. All of selling boils down to this one ability. This closing-packed-program comes with a reference book to make it easy for you to find and use the exact closes you need while you are on a deal! Not only will you learn the critical words and phrases Grant uses, but you will hear the tone and inflections that are so critical to your success in the close. Thousands of sales people have increased their income because of this program. 85 Closes is the most complete and advanced compilation of closing word tracks available in the marketplace today. It is a study in sales and persuasion that gives the student a full arsenal of objection-stopping phrases that use both logic and emotion to move the buyer through all stages of the sale.

Training with this program should be done daily. Grant recommends the following strategies.

1) On the drive to and from work, so the material is consistently being repeated and integrated into your selling approach.
2) 85 Closes can be used with a friend or business associate to drill the material and guarantee you can use the closes confidently in any selling situation.
3) In a sales meeting, guided by the sales manager. One close can be played and demonstrated to the group, followed by pairing up sales staff and drilling as described above. These strategies will ensure you get the most from your new closing program! Since its release, 85 Closes has helped thousands of sales professionals achieve higher closing ratios and reach higher levels of income. Now’s your opportunity to do the same.

A1006
Set of 2 CD’s with booklet
GET 85 CLOSES NOW! 300.00
Call 800-368-5771 for pricing on bulk orders

Also available on iPod

Titles include:

- Delivery Close
- Check Close
- Payment Close
- Payments to Figures Close
- Rate Close
- Equipment Close
- Title/Registration Close
- Spouse Stall Close
- Unavailability Party Close
- Unavailable Party Close II
- Insurance Close
- Second Party Assist Close
- Second Baseman Close
- Immediate Delivery Close
- Model Down Close (new)
- Move Up Alternative Close (used)
- Selection Alternative Close
- Package Alternative Close
- Inventory Close
- Assume Zero Balance Close
- Payoff Close
- Delay Payment Close
- No Cosigner Close
- Momentum Close
- Need To Pray About It Close
- Re-Demo Close
- Apology Close
- We Need Time To Think About It Close
- Referral Close
- Down To The Penny Close
- Reduce to Ridiculous Close
- Better To Live Rich Close
- Reason To Buy Close
- Justify Close
- Lock Close
- Eleventh Inning Close
- Everything The Same Close
- Got You Beat Close
- Make Me a Copy, I’ll Think About It Close
- Discount Close
- Summary Close
- Budget Close
- No Equity Close
- Ben Franklin Close
- Comparison Investment Close
- ACV Comparison Close
- Both Ways Close
- Flush The Objection Close
- Gratitude Close
- Unwind Close
- Upside Down Close
- Pay It Off Close
- Payments Too High Close
- Try ‘Em For Awhile Close
- You Won’t Make Them All Close
- They Won’t Last Forever Close
- I Agree Close
- What’s Your Point Close
- Congratulations Close
- Invoice Close
- Tax Close
- I Don’t Know Close
- Matrix Close
- Two Numbers on The Trade Close
- Gross Payout Close
- Pay It Off Close
- I Am Not Here To Change Your Mind Close
- Bottom Line Close
- It’s A Lot of Money Close
- 60 Payments Objection Close
- Payment Breakdown Close
- Kick Payoff / Reduce Payment Close
- Kick Payoff / Rebate Cash Close
- Everybody Close
- Fit Right In Close
- You Knew That Close
- Lucky Close
- Same Payment Close
- Invoice Buyer Close
- Life is Getting Better Close
- Brand Close
- Stoplight Close
- Let’s Fill It Up Close
- Prosperity Close
- Step Up Close
- Ben Franklin Close
- Comparison Investment Close
- ACV Comparison Close
- Both Ways Close
- Flush The Objection Close
- Gratitude Close
- Unwind Close
- Upside Down Close
- Pay It Off Close
- Payments Too High Close
- Try ‘Em For Awhile Close
- You Won’t Make Them All Close
- They Won’t Last Forever Close
- I Agree Close
- What’s Your Point Close
- Congratulations Close
- Invoice Close
- Tax Close
- I Don’t Know Close
- Matrix Close
- Two Numbers on The Trade Close
- Gross Payout Close
- Pay It Off Close
- I Am Not Here To Change Your Mind Close
- Bottom Line Close
- It’s A Lot of Money Close
- 60 Payments Objection Close
- Payment Breakdown Close
- Kick Payoff / Reduce Payment Close
- Kick Payoff / Rebate Cash Close
- Everybody Close
- Fit Right In Close
- You Knew That Close
- Lucky Close
- Same Payment Close
- Invoice Buyer Close
- Life is Getting Better Close
- Brand Close
- Stoplight Close
- Let’s Fill It Up Close
- Prosperity Close
- Step Up Close
- Ben Franklin Close
- Comparison Investment Close
- ACV Comparison Close
- Both Ways Close
- Flush The Objection Close
- Gratitude Close
- Unwind Close
- Upside Down Close
- Pay It Off Close
- Payments Too High Close
- Try ‘Em For Awhile Close
- You Won’t Make Them All Close
- They Won’t Last Forever Close
- I Agree Close
- What’s Your Point Close
- Congratulations Close
- Invoice Close
- Tax Close
- I Don’t Know Close
- Matrix Close
- Two Numbers on The Trade Close
- Gross Payout Close
- Pay It Off Close
- I Am Not Here To Change Your Mind Close
- Bottom Line Close
- It’s A Lot of Money Close
- 60 Payments Objection Close
- Payment Breakdown Close
- Kick Payoff / Reduce Payment Close
- Kick Payoff / Rebate Cash Close
- Everybody Close
- Fit Right In Close
- You Knew That Close
- Lucky Close
- Same Payment Close
- Invoice Buyer Close
- Life is Getting Better Close
- Brand Close
- Stoplight Close
- Let’s Fill It Up Close
- Prosperity Close
- Step Up Close
- Ben Franklin Close
- Comparison Investment Close
- ACV Comparison Close
- Both Ways Close
- Flush The Objection Close
- Gratitude Close
- Unwind Close
- Upside Down Close
- Pay It Off Close
- Payments Too High Close
- Try ‘Em For Awhile Close
- You Won’t Make Them All Close
- They Won’t Last Forever Close
- I Agree Close
- What’s Your Point Close
- Congratulations Close
- Invoice Close
- Tax Close
- I Don’t Know Close
- Matrix Close
- Two Numbers on The Trade Close
- Gross Payout Close
- Pay It Off Close
- I Am Not Here To Change Your Mind Close
- Bottom Line Close
- It’s A Lot of Money Close
- 60 Payments Objection Close
- Payment Breakdown Close
- Kick Payoff / Reduce Payment Close
- Kick Payoff / Rebate Cash Close
- Everybody Close
- Fit Right In Close
- You Knew That Close
- Lucky Close
- Same Payment Close
- Invoice Buyer Close
- Life is Getting Better Close
- Brand Close
- Stoplight Close
- Let’s Fill It Up Close
- Prosperity Close
- Step Up Close
- Ben Franklin Close
- Comparison Investment Close
- ACV Comparison Close
- Both Ways Close
- Flush The Objection Close
- Gratitude Close
- Unwind Close
- Upside Down Close
- Pay It Off Close
- Payments Too High Close
- Try ‘Em For Awhile Close
- You Won’t Make Them All Close
- They Won’t Last Forever Close
- I Agree Close
- What’s Your Point Close
- Congratulations Close
- Invoice Close
- Tax Close
- I Don’t Know Close
- Matrix Close
- Two Numbers on The Trade Close
- Gross Payout Close
- Pay It Off Close
- I Am Not Here To Change Your Mind Close
- Bottom Line Close
- It’s A Lot of Money Close
- 60 Payments Objection Close
- Payment Breakdown Close
- Kick Payoff / Reduce Payment Close
- Kick Payoff / Rebate Cash Close
- Everybody Close
- Fit Right In Close
- You Knew That Close
- Lucky Close
- Same Payment Close
- Invoice Buyer Close
- Life is Getting Better Close
- Brand Close
- Stoplight Close
- Let’s Fill It Up Close
- Prosperity Close
- Step Up Close
- Ben Franklin Close
- Comparison Investment Close
- ACV Comparison Close
- Both Ways Close
- Flush The Objection Close
- Gratitude Close
- Unwind Close
- Upside Down Close
- Pay It Off Close
- Payments Too High Close
- Try ‘Em For Awhile Close
- You Won’t Make Them All Close
- They Won’t Last Forever Close
- I Agree Close
- What’s Your Point Close
- Congratulations Close
- Invoice Close
- Tax Close
- I Don’t Know Close
- Matrix Close
- Two Numbers on The Trade Close
- Gross Payout Close
- Pay It Off Close
- I Am Not Here To Change Your Mind Close
- Bottom Line Close
- It’s A Lot of Money Close
- 60 Payments Objection Close
- Payment Breakdown Close
- Kick Payoff / Reduce Payment Close
- Kick Payoff / Rebate Cash Close
- Everybody Close
- Fit Right In Close
- You Knew That Close
- Lucky Close
- Same Payment Close
- Invoice Buyer Close
- Life is Getting Better Close
- Brand Close
- Stoplight Close
- Let’s Fill It Up Close
- Prosperity Close
- Step Up Close
“Grant, I have seen two of your seminars now. After seeing the first one and getting GC Live I went from forty thousand a year and broke 100k the following two years....”

— David Bertonici, Autoway Toyota

Grant Cardone Live — The Automotive Seminar

This six CD program of almost eight hours of non-stop Grant Cardone. It has become the most sought-after live automotive sales training program in the industry. It provides the listener with a comprehensive overview of Grant's signature technology: “Information-Assisted Selling.”

In this program Grant cuts through the false data and myths of the automotive industry and explains how an individual can break through barriers to achieve new levels of success. This program covers the most basic challenges a salesperson faces as well as introducing very new ways of handling customers and closing deals. On these discs you will hear and learn Grant's word for word responses to real life selling situations. You will learn how to reduce confrontation, increase write ups, handle objections, and increase gross.

Topics Include:

- A3 Formula
- The Cardone Five Step Selling Process
- Information Based Selling
- The Art of Agreement
- The Best One-Liners in the Business
- The Keys to Closing Every Customer
- How to Write Up Every Customer
- Overcome Any Objection
- Increasing Gross Six Hundred Per Deal
- The Best Closes In the Industry
- Grant Cardone’s Original Closes
- Over Eight Hours of Knowledge and Motivation!

A1007
Set of 6 CDs

GRANT CARDONE LIVE — 300.00
Call 800-368-5771 for pricing on bulk orders
Maximizing Every Opportunity

Maximizing Every Opportunity — “The Road to $250K”

This training program is Grant’s most current seminar recorded in front of a live audience of over three hundred people. This is over eight hours of Grant delivering the steps to creating $250,000 a year in commissions and then what to do with your money so that you can create true financial independence in your life.

This exciting program shows you exactly what you have to do to make your dreams and goals a reality. This is not a program of theory but a fast paced program loaded with specifics on exactly what steps you would have to take and how to take those steps to get what you want. Included is what Grant would do in today’s market to attain your income target, how to effectively prospect so that you get a deal the same day, a daily schedule that will insure you make a quarter million a year, how to handle confrontations, how to write more deals and how to get in front of eight people per day and ensure yourself at least two deals that same day. If you’ve ever thought that you could be make more money, close more deals, and have more fun, you were right and this program will show you how!

A1008
Set of 8 CDs with Workbook

MAXIMIZING EVERY OPPORTUNITY — 400.00

Call 800-368-5771 for pricing on bulk orders

---

“Grant, your new CDs are GREAT. I listen to them everyday. I have already paid for them, the seminar and more. I am excited and ready to sell. Thanks again.”

— Jeremy Holsonback, Sales Professional

“Thanks for the tapes, CDs and workbooks. Grant. It was the best money I’ve ever spent.”

— Craig Caudil, Sales Professional

Titles include:

- Success Test that Will Change Your Life
- Middle Class Trap
- Quarter Million Dollar Schedule
- Turn $250,000 into $15 million
- Think Like Rich People. Act Like Rich People, Get Rich
- Opportunity Breakdown
- How to Handle Each Opportunity
- The First Rule of Selling
- Be Agreeable Gets Agreeable
- People Believe What They See
- Prospecting Tips for a Deal Today
- How to Get Customers Back
- Incoming Calls Appointments That Show
- How to Negotiate
- How to Write Deals That Get Accepted
- Penetration Selling
- Champions
- Increased Production Through Increased Activity
- Rules of Negotiating
- Rules of Closing
- Freedom from Slavery
“I truly believe that Grant Cardone has played a huge part in my success, and I highly recommend the Grant Cardone seminar and support materials for any individual who is serious in pursuing a successful career in sales.”
— Howard Weiner, Sales Professional

**Rules of Success on Compact Disc**

This is the ultimate program for personal and financial success and what it takes to truly be successful. Grant covers thirteen different topics specific to creating success that will guarantee you the attitude, the approach and the confidence to take action in your life so that you can have the success you want and deserve.

In this program you will be shown that much of the problem with success is with what people have been taught about success. Believe it or not success has been unnecessarily complicated so that it actually escapes your grasp. Success is not some mystical secret only known to the privileged. Grant Cardone has been studying success since the age of ten, and documents in this program those simple things you would have to do in order to attain success for yourself. These things are not a secret and they are not complex. If you do what is on this program you will have success for yourself.

Thousands of people have used Grant's Rules of Success program to increase their income, start their own business, buy their first home, get in shape, create massive financial success, and have happier more prosperous lives.

You will learn why some people are naturally lucky and always get what they want out of life while others never seem to realize their dreams and goals. This program is for those that are hungry and are driven to have great lives and choose to no longer to settle for anything less! Whatever your career or role in life is, this program will show you how to really live life, how to get the most of out of it and how to make all your dreams come true.

These are the exact steps that Grant Cardone used in his personal life to elevate himself from a broke drug addict and mediocre salesman to the top in his field, then on to speaking to audiences all over the world, building three companies from scratch and a real estate portfolio worth over 100 million dollars. Get the Rules of Success. Also available on DVD!

**Titles include:**

- **How to Show Up.** Be There All the Way. Take Risks.
- **The 100% Philosophy.** Be In It to Win It. How to Stay in and Not Quit.
- **Attitude of Service.** Give, Give, Give. Service is Senior to Selling
- **Focus on Your Dreams.** Dreams Log. How to Make Dreams Reality. The Exact Formula.
- **Importance of Daily Exercise.** Take Care of Your Energy Unit. Never Tire Again.
- **Food is Fuel.** Treat Yourself Like a Military Aircraft. Rocket Fuel. Foods To Avoid.
- **Change Your Attitude Power Words.** Control Your Thoughts. Thoughts + Word = Results.
- **Keep Moving Forward.** 911 Story. Never Stop. Move Toward the Target. Commit First, Figure it Out Later.

**Also on DVD!**

*Call for pricing*

**RULES OF SUCCESS ON COMPACT DISC — 500.00**
Control Without Confrontation

"I made $153K since attending Grant’s workshop and getting Control Without Confrontation. I listen to the tapes everyday on greeting and closing."
— David Jacobson, Sales Professional

Titles include:

- **Attitude.** How to Keep It Positive. Positive Language. Positive Thoughts.
- **Putting the Buyer at Ease.** Correct Attitude to Put Buyer at Ease. How to Approach Buyer. Win the Buyer Over Early.
- **Handling Objections.** The Rules. Agreement Dissolve Objections
- **Successfully Handling Price.** It’s Almost Never Price. Give In to Price Now Get it Later.
- **Alternative Selling.** Use Inventory not Money. Move “em Up First, Move Down, Move Sideways
- **Calling Back Show Room Traffic.** When To Call. What To Say. How to Create Urgency. How to Get Appointment. 78% Closing Ratio
- **Selling Yourself.** Create Credibility. Create Trust. Sell the Company. Pay More For Attitude than for the Product
- **Appraisal.** Pre Appraisal. Walk Around. Demo Their Vehicle. DNA.
- **Demonstration.** Build Value. 20% Rule. Million Dollar Presentation
- **Trial Closes.** Words to Build Ownership. How to Test Commitment Levels. Power of Assuming Ownership.
- **The Write Up.** Most Important Step in Selling before the close. Million Dollar Words.
- **Handling Objections.** Every Objection Handled Guaranteed.
- **Negotiating Cash Deals.** The Straight Deal No Trade. Price Only Negotiating. Increase Gross.
- **Negotiating the Trade.** Both Ways. Devaluing the Trade. Two Number Solution.
- **Negotiating Payments.** How to Justify the Payment. Power Closing on Payments.

From Automotive Basics to a PHD.

Over ten hours of Grant Cardone in a studio specifically focused on automotive Sales with Twenty-One different topics including Successfully Handling Price, Handling Objections, Putting the Buyer at Ease, Negotiating Cash Transactions and Closing the Deal. *(See downloadable brochure at grantcardone.com.)* This program will show you how to control and close any sales situation with confidence and skill. If your income depends on sales, you need this program.

This collection is often referred to as the “PhD of Sales.” It is the definitive guide to Information-Assisted Selling technology as developed by Mr. Grant Cardone. It takes the listener from the basics of selling to absolute pro.

**Control Without Confrontation** provides one with the vital strategies and skills needed to develop a commanding presence while in negotiations with a client without creating conflict and being able to reduce or handle confrontation so as to stay in the deal. Without a solid foundation and education in negotiating and selling your results will be unpredictable at best.

The customer’s objections and attitudes are knowable and finite and this program instructs you on effective responses and processes to handle EVERY selling situation.

All of the following will be handled: “I’m just looking.” “We’re not buying today.” “We are going to wait a while.” “We are going to pay our car off.” “We aren’t buying for three months.” “We don’t have time.” “I need to talk to my wife.” “It’s not enough for my trade.” “There’s a better deal down the street.” “KBB says my car is worth $X.” Plus any other objection you’ve ever heard! This program will break down each of these situations and show you exactly what to do and what not to do. All strategies and techniques are put forth to be used in the deal and to close the deal.

A1010
Set of 10 compact discs with workbook

**GET CONTROL WITHOUT CONFRONTATION NOW! 700.00**
Call 800-368-5771 for pricing on bulk orders

Also available on iPod
One-A-Day Sales and Management Automotive Training Program (Audio)

One CD A Day Will Get You a Deal a Day

The most comprehensive sales training program ever developed in the automotive industry! This is the most current and complete sales education for today’s well-informed and competitive market place. There are fifty topics in this program, broken into short concise topics that are perfect for your drive to work and for sales meetings. Each segment will help you focus on having the right attitude and getting a deal that day. Every situation you will ever encounter is covered in this program. From the greeting, to the incoming call, calling back showroom traffic, demonstrating the product, handling objections, buying the trade, writing the deal, negotiating, closing, prospecting, follow up, and the internet to managing your career, attitude attainment, tips on desking the deal, hiring people, pay plans, motivation, incentives, sales meetings, training yourself and your people, advertising for customers and much, much more.

This series is the Mac Daddy of all Grant Cardone’s programs and the most complete and total program offered by any company on automotive sales. It has, without a doubt, resulted in more successful sales people and managers than any program you can buy anywhere! It is also available on DVD for dealership sales meetings as a team!

Titles include:
• The Opportunity
• Attitude Adjustment
• The Do Nots I
• The Greeting
• Success Schedule
• Negotiating Negative Equity
• Dream Creation
• Appraisals
• The Do Nots II
• Appraisal
• Phone Ups; The Rules
• Negotiating Ad Cars
• Accountability
• Selection Alternatives
• Double Dollar Demonstrations
• The Rules for Handling Objections
• The Do Nots III
• Negotiating the Best Price
• Call Back
• Objections Handled I
• Rules for Negotiating
• Habits of Great Closers
• Invoice Buyers
• Trade Deals
• Objections Handled
• The Do Nots IV
• Get in the Game
• Sales Calls / The Fax Blast
• The 21st Century Manager
• Leadership’s Attitude
• Motivating Your People
• Building a Sales Team
• Information-Based Selling
• The Cardone Sales Methodology
• Training Your People
• 100% Write-Up
• Professional Desking Tips
• Power Hiring
• Power Schedules
• One on Ones
• Maximizing Guest Logs
• Save a Deal Meetings
• Inventive Incentives
• Management Intervention
• Information Packages
• Pocket Pals
• Media Walls
• Ad Campaigns
• The Internet Buyer
• Selling on the Internet

A1011
2 Sets of 6 CDs with sales and management workbook

ONE-A-DAY PROGRAM WITH WORKBOOK 1500.00

Also available on iPod
This combination of training programs features both the Building Success One-A-Day for Sales and Control Without Confrontation. These two programs give you an incredible sales education and provide you with the strategies to keep the competitive edge. Also included are the Rules of Success, 85 Closes and Grant Cardone Live.

Over twenty-five hours of closes, negotiating strategy, and motivational tools put you in a position to confidently get the deal done.

This package includes:
- Grant Cardone Live CD set
- 85 Closes CD set and Workbook
- One-A-Day Sales series CD set
- Rules of Success CD set
- Control Without Confrontation CD set
- 2 Pins

**ELITE SALESPERSON’S PACKAGE — $3,700.00**
**2,010 Savings**
**$1,690.00**

Also available on iPod
Management Package

“The manager of the 21st century will manage by process, not personality.”
— Grant Cardone

- It’s a totally different game today
- You work for your people, they do not work for you
- Your job has many responsibilities
- The difference between the traditional manager and the 21st century manager
- The need to learn
- Your personal action plan
- Control the buyer or the buyer experience

Grant Cardone’s Management Package is designed to give the 21st century manager the education and tools needed to effectively maintain and expand a successful organization. Over forty hours of information provides you with a complete technology for handling daily operations, setting production targets, motivating a sales force, maintaining an excellent attitude and attaining higher income.

The complete Cardone audio library is included here for use in ongoing training and motivation. No manager should be without the information contained in this package. This is a sure fire route to doubling your income and ensuring high production throughout your sales force.

This package includes:
- Grant Cardone Live CD set
- 85 Closes CD set and Workbook
- One-A-Day Sales series CD set and Workbook
- One-A-Day Management series CD set and Workbook
- Rules of Success CD set
- Rules of Success DVD set
- Control Without Confrontation CD set and Workbook
- 8 Pins

AV2012
MANAGEMENT PACKAGE — 6,200.00
3,210 Savings
2,990.00

Also available on iPod
Cardone Training in the Palm of Your Hand!

Package 1 — Complete Cardone Audio Library on iPod

Nearly twenty-four hours of audio training gives you the tools to make the deal happen. Learn the road to the sale from the world's top sales trainer!

APD1
Grant Cardone’s Complete Audio Library on iPod — 2,990.00
1,490 Savings
1,500.00

Package 2 — Selling Solutions Video Library on iPod

The complete Selling Solutions video program on iPod. Have immediate access to solutions that will help you close more deals and make more money!

VPD2
Selling Solutions Video Library on iPod — 8,990.00
6,490 Savings
2,500.00

Package 3 — Fully Loaded Cardone Library on iPod

This is Grant Cardone’s complete audio and video library available on iPod. Every close, every technique, and every word track is now available at the click of a button.

AVPD3
Fully Loaded Cardone Library on iPod — 11,980.00
8,485 Savings
3,495.00
Investment Options to Suit Every Dealership

Option 1
The Sales Series: Basics to Closing
- Twenty-Eight Topics on Selling in Today’s Market
- 20 Comprehensive Workbooks
This program will take sales people from the opportunity in automobile sales through every step of the selling process including every do and do not in the business to handling objections, demonstrations, write up, negotiations, and closing the deal to prospecting and follow up.
X001
Sales Series: Basics to Closing — 4,995.00

Option 2
The Management Series: Phone Ups to Internet
- Twenty-Two Power Topics for Management
- Leaders Workbook/Manuals
This program is praised for providing management with NEW ideas for motivating sales force, hiring, daily incentives, desketing deals, handling phone ups, stopping shoppers, increasing gross, and keeping people motivated, taking to’s, closing deals, negotiating for gross and much more.
X002
The Management Series — 4,995.00

Option 3
One-A-Day Program
Automotive Specific
- One-A-Day Series for Sales and Management
- 50 Segments for Dealership Sales Meetings
- 20 Comprehensive Workbooks for Sales & Management
This is a combination of Option 1&2 and is the way this program was designed to be used whereby management and sales people are on the same page maximizing every opportunity available to the dealership.
X003
Sales and Management Series — 9990.00
995 Savings
8,995.00

Option 4
63 Meetings for Sales Success
- Complete Sales Program (28 Topics)
- Complete Management Program (22 Topics)
- Complete Motivational Series—Rules of Success (13 Topics)
- 63 Chapters — Full Library of Grant Cardone
- 20 Comprehensive Workbooks
- 20 Rules of Success Booklets
63 different sales meetings to get your people motivated, focused, and using the right approaches to maximize every opportunity. Wake your people up everyday so that you can get the most from your team!
X004
Complete Video Library — 12,890.00
895 Savings
11,995.00
Total Company Package

Here is the complete Grant Cardone video and audio training library. This is the most effective sales and management education program available in the marketplace today. Every situation that sales and management face in your organization is handled here. Completely and effectively...

Does your organization have: Low Gross? Low Closing Ratio? Poor Traffic? Ineffective Ads? High Turnover? Or is your group highly productive and looking for even more strategies to maximize opportunities? In either situation, in order to improve production and process you need a daily program geared toward the individuals and group success.

Top performers and highly effective managers achieve their success through personal development activity. To insure a group attains success though, someone must not only display the blueprint but also lay the foundation. This package does exactly that. Increase your production and income today with Grant Cardone’s Total Dealership Package.

This package includes:
- Grant Cardone Live CD set
- 85 Closes CD set and Workbook
- One-A-Day Sales series CD set
- One-A-Day Management series CD set
- Rules of Success CD set
- Rules of Success DVD set
- Complete One-A-Day DVD series and Workbook
- Control Without Confrontation CD set and Workbook

X005

TOTAL COMPANY PACKAGE — 15,415.00
2,325 Savings
13,090.00
Grant Cardone will show you exactly how to break through to the next income level of your career. You will learn how to have a Champion’s Attitude in every situation and stay motivated 24/7. In this seminar you will learn the Rules of Selling that will ensure you are able to control any customer and close in any situation. This idea-packed seminar will give you the tools you need to double, triple even quadruple your income! You will be provided with an exact schedule and action formula that will ensure you are able to achieve whatever success and income you desire.

“*I know one thing, every time we go to a Grant Cardone workshop, our profits go through the ceiling!*”

— Al Alferi, GSM,
North Hollywood, CA

“The workshop would be a deal at five times the price!”

— Harold Kaniaris, GM,
Daytona Beach, FL

Get Ready to Grow Your Sales Abilities!

• Stay Motivated 24/7!
• Be in Control of Any Customer!
• Handle and Erase Any Objection!
• Maximize Every Hour of Every Day!
• Double Your Income AND MORE!
• Prospect to Five Appointments a Day!
• Close any Customer Under Any Situation!
• Be in Control of Every Day!
• Create an Exact Formula for Ensuring Your Income!
• Dominate Your Environment and Your Competition!
• Get Ready to Explode Your Income!

SEATING IS LIMITED. CALL TODAY!

800-368-5771
Cardone Enterprises
www.grantcardone.com
4-Day Management Workshop

EVERY MANAGER SHOULD ATTEND THIS WORKSHOP
INSTRUCTED BY STEVE GARDNER, DIRECTOR OF TRAINING

Thank you for the best training experience in the industry. The entire program was simply OUTSTANDING, mainly due to the efforts and skills of Steve Gardner. Steve is a true professional and put the material in a form that a true Car Guy can really understand. We felt good about Cardone before the class. Now we feel EXCELLENT or FREAKY. The entire management staff is on a real high, but more importantly 100% COMMITTED to the process. Your group IS the ‘best of the best.’ See you ‘at the top.’

— Bruce Butcher, General Manager, Naples, Florida

Tackle Today’s Management Challenges:
• High salesperson turnover
• Inexperienced salespeople
• Wasted salesperson/customer time
• Effective use of management T.O.
• Pressure to sell vehicle the same day
• Management skills development
• Uncompetitive pay plans

Managers Will Learn:
• To double your write-ups
• Negotiate for profit
• Discover opportunities for increasing volume
• Apply sales logic and persistence in negotiations
• Handle price, trade and payment objections
• Manage selling process with simple, easy methods
• Appraisal in Step 2 = 100% demo and write-up
• Select the correct vehicle and alternatives
• Motivate the sales people with dynamic leadership
• Apply consistent, innovative desking practices

SEATING IS LIMITED. CALL TODAY!

800-368-5771
Cardone Enterprises
www.grantcardone.com

$400
ePencil™, is an easy to use desking and sales process technology that ensures consistent payment, price and trade presentations to every customer and has a menu of worksheets that match up with each buyer type.

ePencil™ allows your dealership to maximize every customer opportunity while also acting as full and transparent disclosure insuring full compliance and doubles as a CRM.

ePencil™, unlike its imitators, is the ONLY desking software that offers multiple electronic menus that allow your desk manager can simply pick from a list the most appropriate worksheet.

- Multi Payment Worksheets (18 Payments)
- Purchase/Lease Worksheet
- Same Payment Target Worksheets
- Negative Equity Justification Worksheets
- Trade Worksheets Linked to KBB Justifications
- Manufacturer Subsidized Rebate Vs Cash Worksheets (9 Payments)
- Finance Menus offering Four Levels of Aftermarket

ePencil™ allows dealer to print Payment Stickers for every car in stock.

ePencil™ is the ONLY One Solution Desking Software and CRM combined.

ePencil™ is the only software solution that is supported with ongoing in-house training.

ePencil™ can be incorporated for use with internet hits and incoming calls.

ePencil™ fully tracks and records every transaction. It even time stamps each customer interaction.

ePencil™ is the ONLY product that validates a shortened buying cycle and increased gross profits.

ePencil™ integrates with Reynolds, ADP, and many others.

Call us at 800-368-5771 and let us show you why ePencil™ is your only choice for Desking Solutions.

EP001

ePENCIL — 1,295.00
Lapel Pins

These stylish gold and silver pins are worn on a jacket’s lapel or directly on a shirt. They are a great icebreaker to use with a customer and display your commitment and confidence in getting the job done!

Choose from “100%” (Gold), “Done” (Silver), or “Give, Give, Give” (Gold)

N1001 — 100% Label Pin
P1003 — DONE! Lapel Pin
O1002 — GIVE GIVE GIVE Lapel Pin

1 Pin—10.00
10 Pins—75.00
5 Pins—40.00
20 Pins—140.00

Appraisal Pad

This pocket-sized notebook is designed to guide the salesperson through the appraisal process. This powerful appraisal tool prompts you with customer driven questions regarding the interview and profile building steps. Includes appraisal form and schedule of follow up. There are fifty sheets in each pad. This pad is a must for every salesperson.

P3001B — Bulk Orders

6 Appraisal Pads—150.00
25 Appraisal Pads—440.00
50 Appraisal Pads—740.00
100 Appraisal Pads—1400.00