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USE THE FIRST SIX RULES TO TRANSFORM  
YOUR SELLING PROCESS.

<b>RULE</b>		
1	YOU HAVE TO LEARN TO FAIL, TO WIN.	13
2	DON'T SPILL YOUR CANDY IN THE LOBBY.	17
3	NO MUTUAL MYSTIFICATION.	21
4	A DECISION NOT TO MAKE A DECISION IS A DECISION.	25
5	NEVER ANSWER AN UNASKED QUESTION.	29
6	DON'T BUY BACK TOMORROW THE PRODUCT OR SERVICE YOU SOLD TODAY.	34

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DO WHAT WORKS.

7	YOU NEVER HAVE TO LIKE PROSPECTING, YOU JUST HAVE TO DO IT.	39
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9	EVERY UNSUCCESSFUL PROSPECTING CALL EARNS COMPOUND INTEREST.	48
10	DEVELOP A PROSPECTING AWARENESS.	51
11	MONEY DOES GROW ON TREES.	55
12	ANSWER EVERY QUESTION WITH A QUESTION.	58
13	NO MIND READING.	62
14	A PROSPECT WHO IS LISTENING IS NO PROSPECT AT ALL.	66

## RULE

15	THE BEST SALES PRESENTATION YOU'LL EVER GIVE, THE PROSPECT WILL NEVER SEE.	70
16	NEVER ASK FOR THE ORDER – MAKE THE PROSPECT GIVE UP.	74
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20	THE BOTTOM LINE OF PROFESSIONAL SELLING IS GOING TO THE BANK.	89
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22	ONLY GIVE A PRESENTATION FOR THE "KILL."	97
23	THE WAY TO GET RID OF A BOMB IS TO DEFUSE IT BEFORE IT BLOWS UP.	100
24	PRODUCT KNOWLEDGE USED AT THE WRONG TIME CAN BE INTIMIDATING.	103
25	WHEN YOU WANT TO KNOW THE FUTURE, BRING IT BACK TO THE PRESENT.	106
26	PEOPLE BUY IN SPITE OF THE HARD SELL, NOT BECAUSE OF IT.	110
27	YOU CAN'T SELL ANYBODY ANYTHING – THEY MUST DISCOVER THEY WANT IT.	114
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**REMINDE YOURSELF OF WHAT'S EASY TO FORGET.**

### **RULE**

34	WORK SMART, NOT HARD.	140
35	IF YOUR COMPETITION DOES IT, STOP DOING IT RIGHT AWAY.	144
36	ONLY DECISION MAKERS CAN GET OTHERS TO MAKE DECISIONS.	147
37	ALL PROSPECTS LIE, ALL THE TIME.	151
38	THE PROBLEM THE PROSPECT BRINGS YOU IS NEVER THE REAL PROBLEM.	154
39	WHEN ALL ELSE FAILS, BECOME A CONSULTANT.	158
40	FAKE IT 'TIL YOU MAKE IT.	162
41	THERE ARE NO BAD PROSPECTS – ONLY BAD SALESPEOPLE.	165
42	A WINNER HAS ALTERNATIVES, A LOSER PUTS ALL HIS EGGS IN ONE BASKET.	168
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