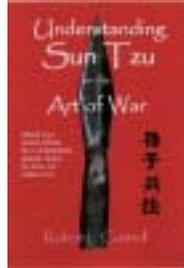


# Sun Tzu Quotes for Sales Competition

Derived From the book *Understanding Sun Tzu on the Art of War*



Sun Tzu said:

I. Now the general who wins a battle makes many calculations in his headquarters before he fights a battle. The general who loses a battle makes but few calculations beforehand. Thus do many calculations lead to victory and few calculations to defeat. What need be said of no calculation at all?

II. Hence to fight and win in all your battles is not the foremost excellence; to break the enemy's resistance without fighting is the foremost excellence.

III. Thus there are five essentials for victory:

- (1) He who knows when to fight and when not to fight will win.
- (2) He who knows how to handle both superior and inferior forces will win.
- (3) He whose army is united in purpose throughout all its ranks will win.
- (4) He who prepares himself and waits to take the enemy unprepared will win.
- (5) He who has military capacity and is not interfered with by the sovereign will win.

IV. He wins his battles by making no mistakes. Making no mistakes brings certain victory, for it means conquering an enemy that is already defeated.

V. In all fighting, use the direct method for joining battle and the indirect method to secure victory.

VI. Whoever is first on the field and awaits the arrival of his enemy will be fresh for the fight; whoever is second on the field and must hasten into battle will arrive exhausted.

VII. You may advance and be absolutely irresistible if you attack the enemy's weak points; you may retire safe from all pursuit if you move more rapidly than the enemy.

VIII. He will conquer who has learnt the art of deviation. Such is the art of maneuvering.

IX. If, in the midst of difficulties, we are always ready to seize an advantage, we may extricate ourselves from an unfavorable situation.

X. Now victory may be produced for your army from the tactics used by the enemy, though they as the multitude cannot comprehend how victory was actually achieved.

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