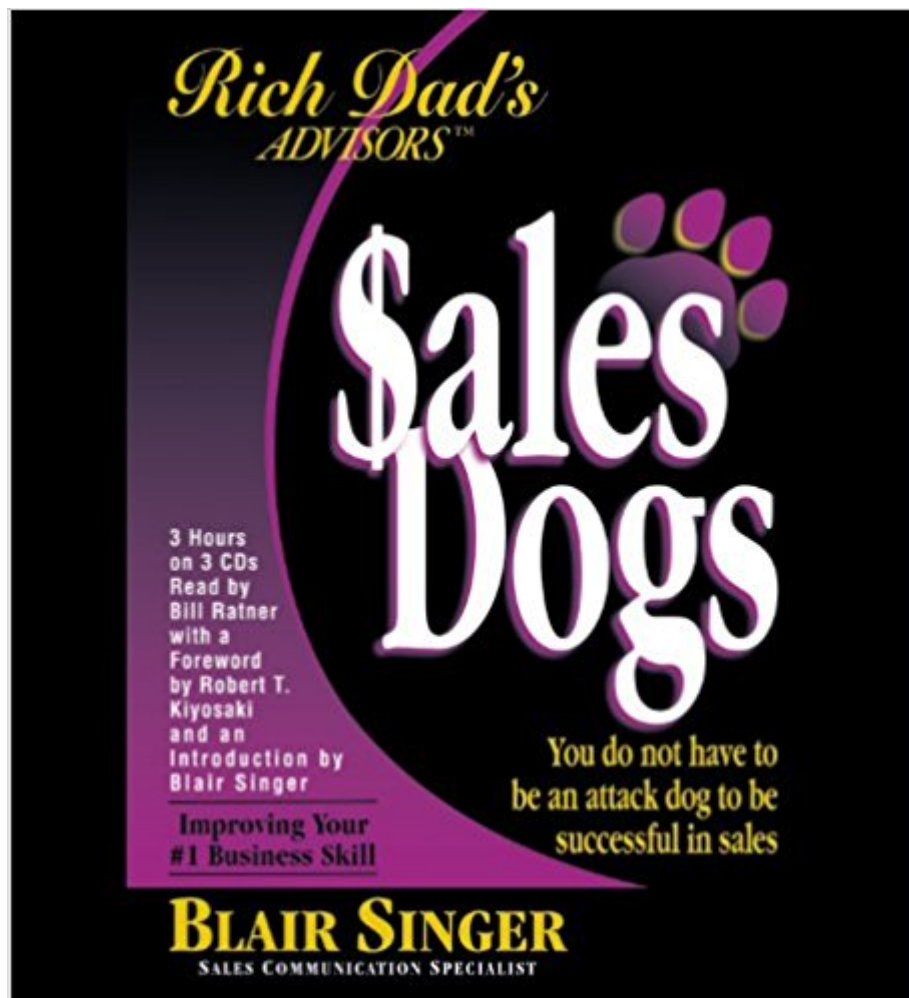




The book was found

Rich Dad's Advisors: SalesDogs®: You Do Not Have To Be An Attack Dog To Be Successful In Sales



Synopsis

By knowing the five basic breeds of people-the Pit Bull, the Golden Retriever, the Poodle, the Chihuahua, & the Basset Hound-readers will have the necessary insight to improve their business & selling savvy. SalesDogs will: * Introduce Five Breeds of SalesDogs! * Reveal the five simple but critical revenue-generating skills to generate endless streams of qualified buyers & life-long sales * Teach you how to identify your "breed" & play to your own strengths * Give you the steps to inspire & direct any group of sales people into a charging pack of blue-ribbon SalesDogs * Show you how to reduce your sales effort, increasing your sales results * Teach you how to radically change your attitude in thirty seconds or less so you can direct your financial results.

Book Information

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Customer Reviews

\$ales Dogs has two potential applications: (1) As an introduction to the ways that people sell and (2) as a humor book for those who have been involved in selling as a career. Since this book came in as an adjunct to the Rich Dad, Poor Dad series, it also has to be evaluated in terms of how well it fits. That is where the book falls down. Although Mr. Kiyosaki is correct in describing that his rich Dad said to him, "If you want to enter the world of business, you must first learn how to sell," this book doesn't pick up enough on that perspective. It is a cross between a book for someone already in sales, and someone new to sales management. Although there is a little material in here about how people new to sales can learn, that isn't really the focus. The strength of the Rich Dad, Poor Dad series is that each book is extremely simple and focused. \$ales Dogs tries to be too much like a

standard book on sales. The book's basic point is that sales people start out tending to emphasize one of five selling styles: "sheer power and fearlessness" -- the pit bull; "customer service is everything" -- the golden retriever; "incredibly well connected . . . Ultimate Marketing Dog" -- the poodle; "technical wizards" -- the chihuahua; and the "trustworthy . . . strength of personality and personal rapport" of the basset hound. Readers are then encouraged to learn lessons from the best traits of the other styles. If you put them all together, you can be a "SuperMutt." Within all of these styles are people who prefer to shoot for the big sale, and they are Big Dogs -- meaning they want a big deal or no deal.

I was first captivated by the title of this book and then was drawn in more deeply by the no-nonsense approach I read throughout. I actually laughed out loud about some of the Myths about Selling which are argued (humorously -- I might add) with facts. Ahhh, I have heard this one COUNTLESS times before: "What does selling have to do with building businesses, managing people, raising money and investing?" Rich Dad's answer -- "EVERYTHING!" I also appreciate the section on who your most important sales contract is with... YOURSELF... as you are your own harshest critic, your own most difficult client and your own personal objection and rejection machine -- all wrapped up in ONE body! The Five Sales Dog types are outlined more fully in the book but even in their titles you may begin to recognize yourself AND your staff (if you are a manager.) Pit Bull - stereotypical, aggressive sales person Golden Retriever - bundles of love customer service is everything BEGS for the PRIVILEGE of selling to YOU, my fav customer! Poodle -- Intellectual and high strung with the focus on looking good.... Chihuahua -- Don't be fooled by their small stature, they have TEETH! Basset hound -- they look like they will roll over and take anything, what they are really doing is building long term, loyal relationships. and then... there are the BIG DOGS..... The Sales People who want the biggest stage, the brightest lights, the packed crowds and the FAST TRACK DEALS. They will put them together, get the signature and for goodness sakes, get someone else to follow up.....

NO business succeeds without salesmanship, even if it's only in writing or on a video, website, or audio cassette. Many business owners and entrepreneurs try HARD to avoid that reality, simply because they have an incorrect perception of the sales process and the people who do it. Even doctors "sell", so just learn to accept and even like it. It's no where near as bad as most people make it out to be, and it's one of the most profitable occupations in the world to be involved in. In all honesty, I actually avoided buying this book for quite some time! When I first saw it in the bookshops, and had a quick flick through its contents, my initial impressions were that it was hokey

or childish to compare Sales People to dogs. Even though it came recommended by Robert "Rich Dad, Poor Dad" Kiyosaki (as part of his new Rich Dad's Advisors series) I decided not to buy it... I did not think it could teach me anything of value. Many months later, I had occasion to visit the Sales Dogs website and review some of the information listed there, and was most intrigued with what I read. I learned about what kind of sales person I am (for those of you who have read this book or done the test, I'm primarily an even split Retriever/Chihuahua - for those of you who wonder what I'm babbling about, visit the website and do the FREE Sales Dogs profile test - lots of fun!) Here's the silly part: I must have been daydreaming, because for some reason, I suddenly got the idea from the website that the book Sales Dogs was actually a follow-up to the first book I'd seen in the stores, and what I read about it on the website intrigued me enough to actually go out and buy it the next day. Remember, I did this thinking it was NOT the first book!

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