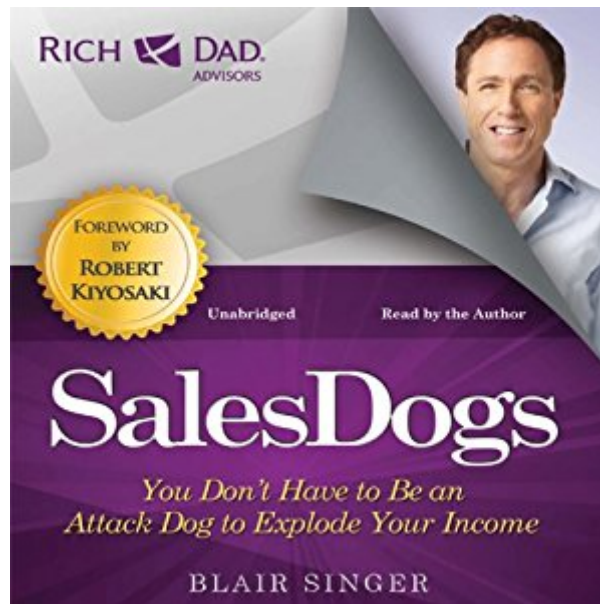


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# Rich Dad Advisors: Sales Dogs: You Don't Have To Be An Attack Dog To Explode Your Income



## Synopsis

The number one skill for any entrepreneur or business owner is the ability to sell. Why? Because sales equals income. Yet many fail financially, not because they do not have great ideas or even good work ethic, but typically because they don't know how to, refuse to, are afraid to, or don't think that it is important to know how to sell. Sales Dogs was written as the very first of the Rich Dad Poor Dad "how-to" advisor series to teach in a very fun and impactful way how to overcome the fears, the myths, and the obstacles to selling your products, services, or yourself. It teaches a simple, time-proven process of selling that will generate great income in most any business. The listener will learn to master the five most important selling skills, how to overcome any objection, manage a territory, and much more. The audiobook quickly de-bunks the idea that you have to be an overly aggressive "attack dog" to be successful. It uses the metaphor of "man's best friend" to say that a great sales person is a like a loyal, persistent, and lovable canine. It stipulates that there are five different "breeds" or personalities of Sales Dogs that can each make a lot of money by playing to its strength. You will learn how to identify, maximize, and train to that strength, and also how to teach others on your team to do the same. Great for those who are new to sales, those uncomfortable with selling, and those who want to get better fast.

## Book Information

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## Customer Reviews

As a sales manager I am always looking for books that will not only help me but more importantly help my employees. Sales Dogs is perfect for this. I purchased it at an airport bookstore and was nearly finished with it by the time I landed at my destination. It kept me engrossed and was very

easy to read. The comparison of various breeds of dogs to different sales styles was quite creative and helped keep the material lite and enjoyable while at the same time educational. This book is perfect for the young sales rep with under 5 years experience. It will help them identify what sales style fits them best rather than trying to be something they are not. Sales Dogs also will help them understand the importance of stretching beyond their own sales style and adopting some of the positive traits of the other "breeds" of sales reps, even if it takes them outside of their comfort zone. I manage a group of 12 inside sales reps selling office equipment for a fortune 500 company. All of my reps have less than 5 years experience in sales so I will be purchasing 12 more copies of Sales Dogs. For the more experienced sales professional, this book is still very enjoyable and offers some helpful insights, however, if you've been in the sales game for a long time (and your still at it) you've probably already figured out, the hard way, what style works best for you. I only wish I had had this book when I started out, it might have saved me considerable time and frustration.

Sales 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. Sales 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. The book does a nice job of explaining some of the mindsets and key skills that help in sales and sales management. However, each is explained so briefly that the information will only be helpful to those who have not been exposed to these ideas before. Mastering the art of delivering powerful presentations is something that you can never learn enough about, and this is

often the topic of entire books and courses. So I graded the book as a three because it was too much of a compromise between too many different types of books. As a result, it gives too little to any particularly type of reader. I should mention that the illustrations are terrifically funny for those who want to use this as a humor book who have been involved in sales for some time. I can see these being taped all over the sales offices across America. After you finish reading this book, think about what one thing would make you more effective in making sales. If you're not sure, go ask the last people who did and did not buy from you what they would suggest. Build on your instinct to help . . . to get the stamina you need to persevere in your sales challenges!

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..... The book goes on to teach the reader how to leverage their own Sales Dog style to make the most of the bottom line. With this book you can learn a LOT and enjoy the lessons as you go. Its all delivered in the Rich Dad style PLUS yes, there is even a free audio download available..... A sure winner -- "The Dog's Have it!"

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