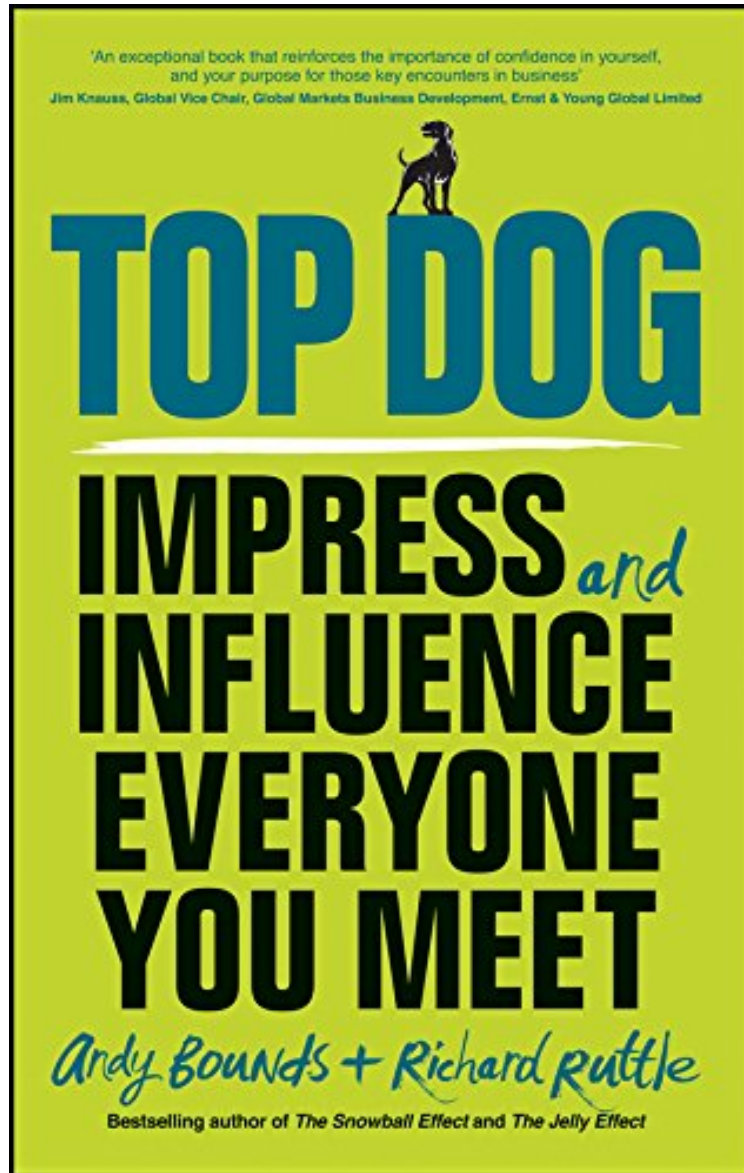


(Read now) Top Dog: Impress and Influence Everyone You Meet

Top Dog: Impress and Influence Everyone You Meet

Andy Bounds, Richard Ruttie
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Andy Bounds, Richard Ruttie : Top Dog: Impress and Influence Everyone You Meet before purchasing it in order to gage whether or not it would be worth my time, and all praised Top Dog: Impress and Influence Everyone You Meet:

3 of 3 people found the following review helpful. Woof! Woof! A Clever Approach with Heaps of Practical Examples and TipsBy MatthewI've read Andy's other books and was not disappointed by this joint effort.Great read for anyone who has to get appointments, sell, get paid... Alright, pretty much anyone in business then.The Top Dog bit references

the way dogs behave in packs. In fact one of the best ideas in the book is using dog behaviour to highlight the mindset differences that affect how you're perceived and how effective your interactions are. (I was about to say "dog metaphor" but it seems to me humans run on similar psychology. I'd be actually be quite interested in the detailed psychology on human pack behaviour - Cialdini's Influence and Khaneman's Thinking Fast and Slow might get a re-read from here. However the focus of this book is hands-on and takes a very straight-talking tone.) I've already tried one or two of the suggested approach templates - there is a brilliant cold email script that's so good I loaded into our email system as a template. The authors also have excellent script samples for face-to-face or phone calls. After a couple of weeks our office has even adopted Top Dog as fun expression (as in, "Watch out I'm going Top Dog to Top Dog on this one" - it was first as a joke, but actually we have started to use it seriously. Grab it, it's a great read and you can attack chapters in nice easy chunks. 1 of 1 people found the following review helpful. PREVIEW: A look inside Top Dog with Andy Bounds By Wade Danielson In their book Bounds and Ruttle provide expert advice and examples on becoming a more effective and sought-after communicator when it comes to any conversation from dating to sales. The goal of the book is to teach you proven communication strategies that will heighten your ability to spark conversations, make you the center of attention, and help you take charge of a conversation. All of the chapters in this book are self-contained so you can skip around where needed. For your convenience, I had Andy Bounds on my podcast, The Entrepreneurs Library, to give a deep dive on Top Dog. With Andy's experience he gives amazing insight on how to master the art of communication charisma. If you would like to hear a real review from the author himself check out episode 193 at theELpodcast.com/books or you can find the show on iTunes. 0 of 0 people found the following review helpful. If there's only one business book you need to read, it's "Top Dog". By Arnaud Verchere If there's one business book you need to read, it's "Top Dog". This book has transformed our company like no other before. Not only it makes perfect sense and is easy to understand, it's also extremely easy to implement. From the moment we've implemented it across our company we enjoyed a close to 90% conversion rate. To top it all, the new business we've won following the "Top Dog" system is more valuable and the relationships much better. The only question: what happens when everyone will have read Top Dog!

Get the results you want and come out as the Top Dog in every conversation. Fancy being the 'Top Dog' in all your dealings? Fed up of feeling like the underdog? So many of us regularly 'lose' in conversations before we've even opened our mouths. Often without realising it, we don't see ourselves as a peer of the other person. And we transmit this in what we do and say ('I'll fit round you. I know you're really busy.' The other person picks up on this. And, without doing a thing, they're suddenly in charge! Top Dog will teach you how to lead in all your interactions, so you can get more of what you want, more often. Together, Andy Bounds and Richard Ruttle are experts at helping people achieve more from their conversations with others. Their techniques work in every type of interaction - conversations, socialising, dating, interviews, sales, marketing, and networking. Basically, anytime you want to impress and persuade others. Top Dog: Details the skill set needed to gain competitive advantage from the outset; Provides instructive and thought-provoking content, relevant to both beginners, and seasoned professionals; Contains insights from working with some of the world's largest companies; Addresses how to achieve more from interactions in business and social arenas

I would definitely recommend the book, especially to people who are 'one-man band' and rely solely on their ability to find and secure new business (B2B Marketing, April 2015) "The book is so packed with resources and advice you might need to read it more than once" (Quality World, December 2015) From the Back Cover 'An exceptional book that reinforces the importance of confidence in yourself, and your purpose for those key encounters in business' - Jim Knauss, Global Vice Chair, Global Markets Business Development, Ernst Young Global Limited Take control and get more of what you want. Everyone wants to be Top Dog. Or to be able to influence the Top Dog. This might be to sell them something, get a job, a pay rise, or clinch a deal on your terms. But it doesn't seem easy. After all, Top Dogs hold all the power. So conversations go the way they - not you - want. Fortunately, it's easier to impress and influence them than you think. Communication experts Andy Bounds and Richard Ruttle have helped thousands of people do just that. In their book Top Dog, they share new, simple ways to: Be more confident when speaking with Top Dogs Instantly impress Top Dogs by improving your first impression Think and speak in ways that set you apart from your competition Talk less about what you do and more about the impact you cause Prepare engaging communications that achieve what you both want Convince them - and yourself - that you're a Top Dog too Most importantly, you'll learn how to make permanent changes to how you interact with others - so that you impress and influence everyone you meet. 'My advice to you? Read this book before your competition does' - Ivan Misner, Ph.D., NY Times Bestselling Author and Founder of BNI; 'You can't possibly succeed in business or your personal life unless you know how to persuade. This book tells you how it's done. A revelation' - Drayton Bird, Chairman of Drayton Bird Associates. ex-Worldwide Creative Director and Vice Chairman, Ogilvy Mather Direct