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Books by Bob Abrames

52 Tips for Travelers

This is a neat little booklet containing 52 tips about how to travel smarter, easier, and in more comfort. Everything from packing, to flying, from check-in to check-out. This is perfect if you're the traveler or perfect for you agents who need little ideas to help your customers with their travel. Makes for a great ticket-wallet stuffer!

4 Sales Types for the Travel Business

There are not many topics with more opinions and perspectives than that of sales and selling. Everyone has a different idea of what a good seller does, and how they do it. This book is not about the how - but definitely is about the 'who'. I think you'll find this interesting - I know you'll find it profitable. I've spent thousands of hours with thousands of sales-people in the travel industry over the years. I've worked with them, studied them, and I've scientifically profiled many. What I've discovered is a very distinct pattern. I am convinced, because of my research, that most people can sell, but not all people can sell everything! Certain sales-people do well in certain situations and the same ones do terrible in other situations. Why? Selling is the core of the travel business. It doesn't matter what product you have, if you don't sell it, it's not much good to anybody. The quantity & quality of sales will always be directly influenced by the quality of the sales-people! The more suited the sales-people to the sales-situation, the more successful the business. This booklet will explain just that!

16 Sales Personalities for the Travel Business

There are sixteen distinct types of sellers in the travel business, in any business for that matter. Each type is distinct from the other and some of these more suitable than others for specific selling. It isn't a question of being good or bad - its more of a question of being better or best. if you're a seller you'll recognize yourself here. If you hire sellers you'll quickly see what you need for your business.

60 Seconds ~ How to Qualify Shoppers!

Here are the questions you need for every single sales-interaction you have with any and all contacts EXCEPT for repeat customers. This sequence of questions is designed to force a new caller, a shopper to tell you why they are really calling. These questions work! Most agents agree that if a shopper answers all these questions in this sequence, the chance of them buying is almost certain. These questions can easily double, triple, quadruple - your revenue. Here are a few hints to using the questions.

261 TravBiz Definitions

The travel business, like many other industries, has a language all its own. We often use terms whose meanings have been warped through over-use, and use others just because everyone else does. Here is a book containing over 250 definitions used by travel agents, tour operators, hoteliers, airline people, and travel-educated travelers. A neat little booklet for any travel enthusiast.

209 Sales Tips for Travel Agents

Selling and servicing in today's world has definitely become more complicated. Consumers are smarter, more demanding, and less tolerant. We need to be smoother and a tad more efficient in how we do things! Not always an easy job. The points in this book are for the most part, just 'common sense' issues - but sometimes we do need to be reminded. Useful to everyone and anyone involved in selling, marketing, or service - on any level.

See Over >>>>>>>>

The Salesology Bible

This is a beautiful 223 page hard-cover book complete with gold embossing and gold-ribbon book mark. I love this book! It was my first. This work takes a hard and serious look at sellers and service people. Who they are, what makes them tick, and how they think. People are the most valuable asset, and most difficult challenge of any business! You can't afford to not buy this one. This book is for anyone interested in the psychology of sales-people and customer-service. I don't have many of these left and will not be reprinting the hardcover version.

5 Values for Success

Here are my thoughts on how to be successful - or happy-full as I prefer to call it. This booklet talks about making choices, staying focused, adapting to change, and balance. I know you've heard about these things before, but not from this perspective. Success is a recipe, a system, just like baking a cake. You get the recipe - you get success - you get happy! It's a short recipe really, and I want to share it. This booklet is for anyone in any profession.

156 Clauses for an Agency Manual

Every company needs a clear set of rules in order to operate efficiently. This book is a compilation of various issues that affect both employees and management. Hours, dress, conduct, commissions, harassment, training and time off are just a few of the topics. I'll give you the actual wording to the various issues but you may have to 'tweak' them to fit your situation. Nothing is more important for good management than everyone understanding the rules and management and employees living by those rules. Needless to say this document will not fit exactly for every company but it is a darn good start. Please feel free to edit what isn't needed. Your purchase of this information is for single company use only. You are not entitled to sell or give this information to any other person, firm, or entity. Reference to laws governing employee/employer are based on Ontario, Canada and even they need to be confirmed as accurate. Please protect yourself and verify with legal counsel.

6 Aptitudes of a Sales-Person

Every profession needs professionals, and those professionals have an ideal recipe for what makes them the best. The same for sales-people and servicers! The components that make a good seller are different from those that make a good lawyer, or a good entertainer. The ingredients are the same for every profession, but the measure of each varies from one profession to another and from one type of seller to another. It's just like baking a cake! If you want a certain kind of cake, you have to start with specific ingredients, put the ingredients together in a specific order, and expose those ingredients to a specific environment. I don't care how hard you try; you will never be able to bake a chocolate cake with the ingredients for an apple pie! Were you born a cake, or born a pie? Someone who is an apple pie can pretend to be a cake for a little while, and may be able to carry off the charade for a bit, but sooner or later the true identity of the apple pie is going to show itself. And the same thing goes for sellers and servicers.

199 Revelations about People & Business

These revelations are more 'thoughts' than advice! I think all of them are true based on one of two reasons; they're logical, or I've experienced them personally! These are meant to make you think as opposed to 'give you thoughts'. Some of these sayings are original and have been used in my Inter-Action speeches and seminars. Many have been unintentionally stolen from other people! To all those people I say thanks. If I could remember where, or from who I got the thought, I'd give you credit. Think of it as a compliment!

The Energy Within

This book is a practical manual for those who want to be the best they can be. It is about developing the Energy Within - about being rich in every way we can be! The plan of action is simple and it works! It has been thoroughly tested and used successfully by myself and thousands of others. The simple truths and system have been responsible for vast fortunes and massive successes. You are about to learn how to use universal and eternal Energy to acquire anything you want in life. Anything! Anytime! Anywhere!

Seizing Your Success

Now, this is a very neat book that the publisher assures me will be an absolute best seller. Wouldn't that be neat eh! I didn't write this book alone. There are over 70 authors, some already very famous, and others that are sure to be. I'm sure you'll recognize names like Dr. Wayne Dyer and Deepak Chopra, both of whom I met at a Tony Robbins event in Hawaii. I love this book. Everybody has a different idea about success and yet it all seems to gravitate to the same idea. A great, fast, easy read. I'm sure you'll enjoy it.