



## Twist the Familiar: A Fresh Playbook for Sales and Business Success

In "Twist the Familiar," Gary Hernbroth serves up a refreshing cocktail of unexpected business wisdom—from movie theater ushers to The Beatles—proving that the most powerful sales strategies often come from the places we least expect. Plus, five takeaways for trade show organizers.



[Loren Edelstein](#), Contributing Writer

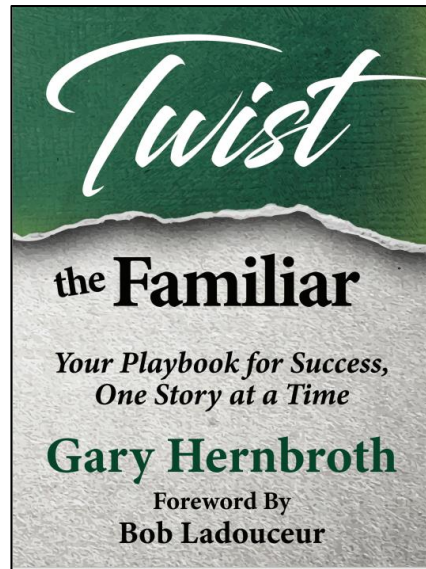
September 29, 2025

3 Min Read



Gary Hernbroth's *Twist the Familiar* isn't your typical motivational read. It's a practical, story-driven guide designed to help professionals build their own playbook for success. With short, punchy chapters and real-world lessons drawn from unexpected places—think movie theater ushers, Super Bowl coaches and even The Beatles—Hernbroth delivers insights that are as entertaining as they are actionable.

He draws lessons from places like Pebble Beach, a hospital ICU, a Civil War battlefield and a football training camp, weaving in stories that resonate with sales professionals, entrepreneurs and hospitality industry leaders alike. One standout concept: the "no update, update"—a simple but powerful courtesy that keeps relationships warm, even when there's no news to share. It's the kind of detail that separates transactional sellers from trusted partners.



**Gary Hernbroth, author of “Twist the Familiar” (2024), which was Amazon's No. 1 Top New Release in its category**

### **Think You’re Not in Sales? Think Again**

One of the book’s most refreshing reminders is that selling isn’t limited to people with “sales” in their job title. As Hernbroth writes, “What if your job title isn’t in sales? You sell, believe me. In our own way, just about every day, we all ‘sell’ to people in ways we don’t think of as selling.” Whether it’s negotiating prices at a garage sale, convincing a colleague to back your idea or guiding a client toward a smarter solution, we’re all selling—whether we call it that or not.

Customers want to buy from people they know, like, trust and believe in. Building rapport early is far more effective than pitching. Hernbroth’s 12 traits of consultative selling—from “stop selling stuff” to “own the follow-up”—reflect a modern, human-centered approach to business. Listening, comprehension and execution emerge as the three pillars of success. These aren’t just sales tactics—they’re relationship tools that apply across industries and roles.

### **The Real Competitor Is the Status Quo**

Among the book’s most powerful reminders: the often-overlooked competitor in any sales scenario is the status quo. Hernbroth encourages readers to twist the familiar—to challenge assumptions, embrace change and lead with purpose. His “winning math” for alliance partnerships ( $1+1 = 3$ ) reframes collaboration as a multiplier, not just a merger. It’s a simple concept with big implications for teams, vendors and client relationships.

As someone who’s spent a career in strategic communication and hospitality, I found Hernbroth’s voice both familiar and refreshing. His understanding of the events and meetings industry runs deep, and his advice is especially relevant for those of us who build relationships, drive revenue and represent brands in high-touch environments. *Twist the Familiar* is the kind of book you’ll want to keep on your bookshelf, share with your team and revisit when you need a boost or a reset.

## 5 Takeaways for Trade Show Organizers from Twist the Familiar

### Listen More Than You Talk

In early business relationships, aim for a 90/10 ratio—listen 90%, talk 10%. For organizers juggling multiple stakeholders, deep listening often reveals better solutions than fast talking.

### Make Collaboration Effortless

Clear communication, prompt follow-up and flexibility build strong partnerships. Whether you're coordinating with vendors or onboarding exhibitors, smooth interactions lead to lasting loyalty.

### Lead With Storytelling

Facts inform; stories connect. As Hernbroth notes, “Sixty-three percent of people remember stories, but only five percent remember facts.” Use storytelling in your event marketing, speaker intros and sponsor pitches to create emotional resonance.

### Tailor Every Touchpoint

Cookie-cutter approaches fall flat. Customize your outreach, exhibitor packages and attendee communications to make each stakeholder feel personally valued.

### Stay Connected Year-Round

Your show might be annual, but communication shouldn't be. When there's no major update, try the “no update, update”—a brief check-in that keeps relationships warm and top of mind.

### About the Author

[Loren Edelstein](#)

Contributing Writer

[Loren Edelstein](#), President and CEO of [Media Craft Consulting](#), is a meetings and hospitality expert, writer, content strategist and speaker.