

*The*  
**ONLY SALES GUIDE**  
**YOU'LL EVER NEED**

*Recommended Reading*

# Recommended Reading

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## Chapter One — Self Discipline:

***Getting Things Done: The Art of Stress-Free Productivity***

David Allen

New York: Penguin Group USA, 2015

***First Things First***

Steven R. Covey, Roger A. Merrill, and Rebecca R. Merrill.

West Valley City, UT: Franklin Covey, 2015

***Mastery: The Keys to Success and Long-Term Fulfillment***

George Leonard

New York: Penguin Group USA, 1992

## Chapter Two — Optimism:

***The Happiness Advantage: The Seven Principles of Positive Psychology That Fuel Success and Performance at Work***

Shawn Achor

New York: Crown Business, 2010

***Man's Search for Meaning***

Viktor Frankl

Boston: Beacon Press, 2006

***The Rational Optimist: How Prosperity Evolves***

Matt Ridley

New York: HarperCollins, 2010

## Chapter Three — Caring:

***Trust-Based Selling: Using Customer Focus and Collaboration to Build Long-Term Relationships***

Charles H. Green

New York: McGraw-Hill Education, 2005

***The Little Big Things: 163 Ways to Pursue Excellence***

Tom Peters

New York: HarperStudio, 2010

***Love Is the Killer App: How to Win Business and Influence Friends***

Tim Sanders

New York: Crown Business, 2002

## Chapter Four — Competitiveness:

***If You're Not First, You're Last: Sales Strategies to Dominate Your Market and Beat our Competition***

Grant Cardone

Hoboken, NJ: Wiley, 2010

***The Discipline of Market Leaders: Choose Your Customers, Narrow Your Focus, Dominate Your Market***

Michael Treacy and Fred Wiersema

New York: Basic Books, 2007

***Winning: The Ultimate Business How-To Book***

Jack Welch and Suzy Welch

New York: HarperCollins, 2009

**Chapter Five — Resourcefulness:**

***How to Get Ideas***

Jack Foster

San Francisco: Berrett-Koehler Publishers, 2007

***Dealstorming: The Secret Weapon That Can Solve Your Toughest Sales Challenges***

Tim Sanders

New York: Portfolio, 2016

***“The Idea Guy.” 100-Whats of Creativity***

Don Snyder

www.100whatsbook.com, 2009

***A Whack on the Side of the Head: How You Can Be More Creative***

Roger Von Oech

Menlo Park, CA: Creative Think, 2011

**Chapter Six — Initiative:**

***First Things First***

Stephen R. Covey, Roger A. Merrill, and Rebecca R. Merrill

West Valley City, UT: Franklin Covey, 2015

**Chapter Seven — Persistence:**

***To Sell Is Human: The Surprising Truth about Moving Others***

Daniel H. Pink

New York: Riverhead, 2012

***EDGY Conversations: How Ordinary People Can Achieve Outrageous Success***

Dan Waldschmidt

South Jordan, UT: Next Century Publishing, 2014

**Chapter Eight — Communication:**

***Just Listen: Discover the Secret to Getting through to Absolutely Anyone***

Mark Goulston

New York: American Management Association, 2010

***Thinking, Fast and Slow***

Daniel Kahneman

New York: Farrar, Straus and Giroux, 2011

***Crucial Conversations: Tools for Talking When the Stakes Are High***

Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler

New York: McGraw-Hill, 2012

**Chapter Nine — Accountability:**

***Execution: The Discipline of Getting Things Done***

Larry Bossidy, Ram Charan, and Charles Burck

New York: Crown Business, 2002

***QBQ! The Question behind the Question: Practicing Personal Accountability in Business and in Life***

John G. Miller

New York: Penguin Putnam, 2004

**Chapter Ten — Mind-Set:**

***How to Win Friends and Influence People***

Dale Carnegie

New York: Simon and Schuster, 1936

***Influence: The Psychology of Persuasion***

Robert B. Cialdini

New York: Harper Business, 2006

***Becoming a Person of Influence: How to Positively Impact the Lives of Others***

John C. Maxwell and Jim Dornan

Nashville, TN: T. Nelson, 1997

***Be Bold and Win the Sale: Get out of Your Comfort Zone and Boost Your Performance***

Jeff Shore

New York: McGraw-Hill, 2014

**Chapter Eleven — Closing:**

No Books to Recommend

**Chapter Twelve — Prospecting:**

***Fanatical Prospecting: The Ultimate Guide to Opening Conversations and Filling the Pipeline by Leveraging Social Selling, Telephone, E-Mail, Text, and Cold Calling***

Jeb Blount

Hoboken, NJ: Wiley, 2015

***SNAP Selling: Speed up Sales and Win More Business with Today's Frazzled Customers***

Jill Konrath

New York: Portfolio, 2010

***New Sales. Simplified. The Essential Handbook for Prospecting and New Business Development***

Mike Weinberg

New York: American Management Association, 2013

**Chapter Thirteen — Storytelling:**

***Resonate: Present Visual Stories That Transform Audiences***

Nancy Duarte

Hoboken, NJ: Wiley, 2013

***Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story***

Peter Guber

New York: Crown Business, 2011

***Steal the Show: From Speeches to Job Interviews to Deal-Closing Pitches, How to Guarantee a Standing Ovation for All the Performances in Your Life***

Michael Port

Boston: Houghton Mifflin Harcourt, 2015

**Chapter Fourteen — Diagnosing:**

***Amp Up Your Sales: Powerful Strategies That Move Customers to Make Fast, Favorable Decisions***

Andy Paul

New York: AMACOM, 2014

***Major Account Sales Strategy***

Neil Rackham

New York: McGraw-Hill, 1989

***SPIN Selling***

Neil Rackham

New York: McGraw-Hill, 1988

***Mastering the Complex Sale: How to Compete and Win When the Stakes Are High!***

Jeff Thull

Hoboken, NJ: Wiley, 2010

**Chapter Fifteen — Negotiating:**

***Sell or Be Sold: How to Get Your Way in Business and in Life***

Grant Cardone

Austin, TX: Greenleaf Book Group Press, 2012

***Getting to Yes: Negotiating Agreement without Giving In***

Roger Fisher and William L. Ury

New York: Penguin Books, 2011

***High-Profit Selling: Win the Sale without Compromising on Price***

Mark Hunter

New York: American Management Association, 2012

***Negotiation Genius: How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond***

Deepak Malhotra and Max H. Bazerman

New York: Bantam, 2007

**Chapter Sixteen — Business Acumen:**

***The Challenger Sale: Taking Control of the Customer Conversation***

Matthew Dixon and Brent Adamson

New York: Portfolio, 2011

***The Joshua Principle: Leadership Secrets of Selling***

Tony J. Hughes

Portland, OR: BookBaby, 2013

***The Personal MBA: Master the Art of Business***

Josh Kaufman

New York: Portfolio, 2010

***Bottom-Line Selling: The Sales Professional's Guide to Improving Customer Profits***

Jack Malcolm

Seattle: Booktrope, 2011

***Awesomely Simple: Essential Business Strategies for Turning Ideas into Action***

John Spence

San Francisco: Jossey-Bass, 2009

**Chapter Seventeen — Change Management:**

***The Challenger Customer: Selling to the Hidden Influencer Who Can Multiply Your Results***

Brent Adamson and Matthew Dixon

New York: Portfolio, 2015

***Switch: How to Change Things When Change Is Hard***

Chip Heath and Dan Heath

Waterville, ME: Thorndike, 2011

***Leading Change***

John P. Kotter

Boston: Harvard Business Review Press, 2012

## Chapter Eighteen — Leadership:

### ***Leadership and Self-Deception: Getting Out of the Box***

Arbinger Institute

San Francisco: Berrett-Koehler Publishers, 2002

### ***Leadership Secrets of Attila the Hun***

Wess Roberts

New York: Grand Central Publishing, 2007

### ***Start with Why: How Great Leaders Inspire Everyone to Take Action***

Simon Sinek

New York: Portfolio, 2011

## Chapter Nineteen — Skill-Set:

### ***Collapse of Distinction: Stand out and Move up While Your Competition Fails***

Scott McKain

Nashville, TN: Thomas Nelson, 2010

### ***Zag: The Number-One Strategy of High-Performance Brands: A Whiteboard Overview***

Marty Neumeier

Berkeley, CA: AIGA, 2007

### ***Differentiate or Die: Survival in Our Era of Killer Competition***

Jack Trout

Hoboken, NJ: Wiley, 2010