

The
ONLY SALES GUIDE
YOU'LL EVER NEED

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