



Sales Success - Recommended Reading List

Revised March 2014

- 1-on-1 Management** by Kelly Riggs
- 52 Sales Management Tips** by Steven Rosen
- Be The Red Jacket in a Sea of Gray Suits**
by Leanne Hoagland-Smith
- Bottom-Line Selling** by Jack Malcolm
- Closing Bigger** by Shane Gibson and Trevor Greene
- Consultative Selling** by Mack Hanan
- Counter-intuitive Selling** by Bill Byron Concevitch
- Cracking the Sales Management Code**
by Jason Jordan with Michelle Vazzana
- Creating a Million Dollar a Year Sales Income**
by Paul McCord
- Do YOU Mean Business?** by Babette Ten Haken
- Go-Givers Sell More** by Bob Burg and John David Mann
- Guerrilla Social Media Marketing**
by Jay Conrad Levinson and Shane Gibson
- High-Profit Selling** by Mark Hunter
- Integrity Selling** by Ron Willingham
- Major Account Sales Strategy** by Neil Rackham
- Making the Number** by Greg Alexander,
Aaron Bartels, Mike Drapeau
- New Sales. Simplified.** by Mike Weinberg
- Nice Girls DO Get the Sale** by Elinor Stutz
- OutSell Yourself** by Kelly McCormick
- Parlez-Vous Business** by Janet Spierer and Richard Ruff
- Perfect Selling** by Linda Richardson
- Predictable Success** by Les McKeown
- Quit Whining and Start SELLING!** by Kelly Riggs'
- Rethinking the Sales Force**
by Neil Rackham and John DeVincentis
- Sales Chaos** by Tim Ohai and Brian Lambert
- Sales Coaching** by Linda Richardson
- Sales Growth: Five Proven Strategies from the World's
Sales Leaders** by McKinsey & Company Inc
- Selling Fearlessly** by Bob Terson
- Selling Is Better Than Sex** by Alen Majer
- SHIFT! Turn Prospects Into Customers**
by Craig Elias and Tibor Shanto
- SNAP Selling** by Jill Konrath
- SPIN Selling** by Neil Rackham
- Stop Telling and Start Selling** by Linda Richardson
- Strategic Sales Presentations** by Jack Malcolm
- The Best Damn Sales Book Ever** by Warren Greshes
- The Challenger Sale: Taking Control of the Customer
Conversation** by Matthew Dixon and Brent Adamson
- The Field Guide to Sales** by Debbie Mrazek
- The Greatest Salesman in the World** by Og Mandino
- The Journey to Sales Transformation**
by Bob Nicols, Jr, Bob Sanders, Michael Mann
- The New Conceptual Selling**
by Robert Miller, Stephen Heiman, Tad Telleja
- The New Strategic Selling**
by Robert Miller and Stephen Heiman
- The New Successful Large Account Management**
by Robert Miller, Stephen Heiman, Tad Telleja
- The Power of Being Articulate** by Pete Geissler.
- The Sales Bible: The Ultimate Sales Resource**
by Jeffrey Gitomer
- The Sales Messenger: 10 Lessons for Sales Success in
Your Business and Personal Lives** by Mary Anne Davis
- The Secrets of Cold Calling** by Alen Mayer
- The Secrets of Power Selling** by Kelley Robertson
- The Trusted Advisor** by Charles Green,
David Maister and Robert Galford
- The Zen of Sales** by Todd Schnick
- Trust-Based Selling** by Charles H. Green
- Whale Hunting**
by Barbara Weaver Smith and Tom Searcy
- Zero-Time Selling** by Andy Paul