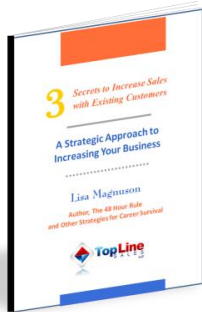


Ready to grow your sales results, confidence, and knowledge? This reading list is just what you need. Every book and author shares ideas, tools, and examples that will help you build more sales, pipeline, and opportunity.

Click on the book image or the title to link to each book. Check out the author's website for more valuable tips and often FREE resources!

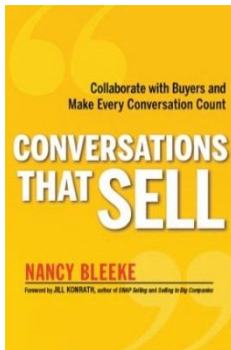
New for 2013!



[3 Secrets to Increase Sales with Existing Customers](#) by Lisa Magnuson

How would you like to make an easy sale?

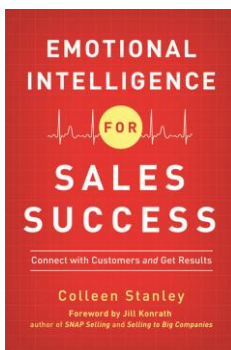
It's much easier to expand your business with a current customer than it is to secure a new one. However, current customers won't automatically say yes to your next offer. They require some strategic interactions and specific information before they are ready to purchase additional items. This eBook reveals a proven strategic approach you can use with your current customers to increase your sales and create a long-term positive relationship.



[Conversations That Sell](#) by Nancy Bleeke

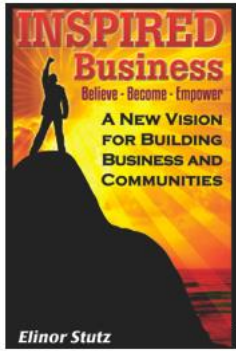
There's no such thing as "small talk." Today's buyers want more from sales professionals than a simple consultation. What they're hungry for are meaningful, collaborative conversations that value their time and energy and result in a Win³...where they, the seller, and the organization, achieve a winning outcome.

Conversations That Sell introduces sales professionals to the collaborative conversation skills they need to capture the buyer's attention and secure business. Outlined and supported with examples are the key conversation Skills and the Will factor that drives results. It's an easy read with many tips and tools to help you make each of your sales conversations count.



[Emotional Intelligence For Sales Success – Connect with Customers and Get Results](#) by Colleen Stanley

Many salespeople fail at closing business because they have not developed their emotional intelligence skills. Salespeople know what to do, however, in tough selling situations, they let nonproductive emotions take over. They discount too soon, write practice proposals without proper qualification and continue to meet with non-decision makers. This book will show you how development of soft skills do produce hard sales results.



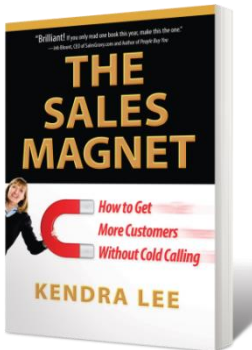
[Inspired Business – A New Vision for Building Business and Communities](#) by Elinor Stutz

While on a stretcher with a broken neck, Elinor Stutz heard her family sobbing upon their hearing the surgeon’s prediction of paralysis. BUT at that very moment, Stutz experienced two visions asking, “Are you ready for the fight of your life?” and, “Will you learn how to Believe, Become and Empower others?” Her story is compelling, inspiring, and leads others directly into knowing how to build a successful and inspired heart-based business.



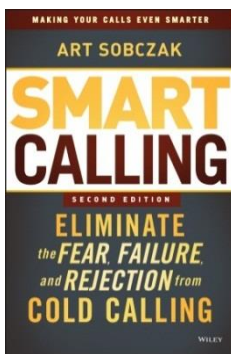
[People Love You: The Real Secret to Delivering Legendary Customer Experiences](#) for account management and sales professionals in B2B companies and high-end B2C relationship management. by Jeb Blount

For many companies, the loss of even a single customer can create layoffs, close plants, and potentially threaten the future of the company. In *People Love You*, you'll gain the insight, knowledge, and tools you need to serve and engage customers on an emotional level that will anchor them to your brand, your product or service, and ultimately to you.



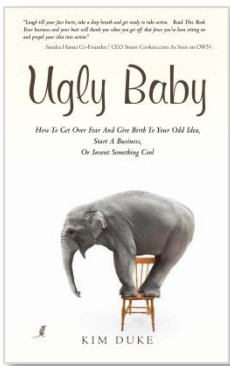
[Sales Magnet, The](#) by Kendra Lee

It’s not a lie. Cold calling does not have to rule your prospecting life. In her latest book, *The Sales Magnet*, Kendra Lee provides you with a multitude of tip and tools to have your prospects coming to you. Through her three different **prospect attraction strategies – personal, digital, and collaborative** – prospects will want to work with you because they will know who you are and what you can do for them.



[Smart Calling- Eliminate the Fear, Failure, and Rejection from Cold Calling, Second Edition](#) by Art Sobczak

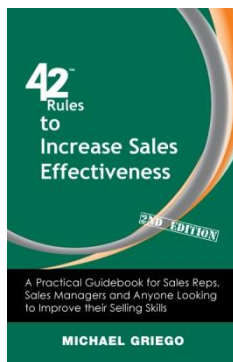
If you need and want new business, but dread the thought of cold calling, never fear. You can Smart Call instead. In this, the updated Second Edition of the Top Sales Book of 2010 (Top Sales Awards) you’ll see how to plug sales intelligence into a proven calling process to get through and sell.



[Ugly Baby: How To Get Over Fear and Give Birth To Your Odd Idea, Start A Business or Invent Something Cool](#) by Kim Duke

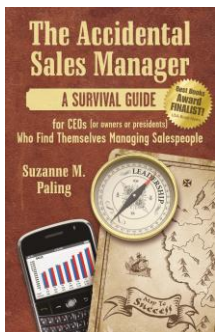
This Amazon best-seller by international sales expert for women, Kim Duke - helps women in biz overcome the fear of launching a new idea and more. Includes loads of ideas, resources, and interviews with people who had Ugly Baby ideas and got into O Magazine, the Huffington Post and more!

All Star Book Resources



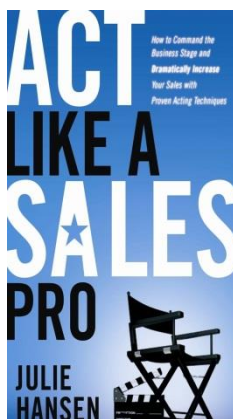
[42 Rules to Increase Sales Effectiveness](#) by Michael Griego

If you are a professional salesperson, sales manager or director, VP of sales, CEO, any role in marketing, or anyone supporting selling efforts, this book is for you. It will teach you updated tools, language and tactics of selling in today's market. Michael Griego, a professional sales consultant and trainer to Fortune 500 firms and leading Silicon Valley technology firms, has reduced the keys to sales effectiveness to 42 rules. These rules have been road tested over 30 years of personal sales and management experience and close observation of many salespeople and sales organizations. These rules apply to all selling efforts, from high-tech enterprise sales to non-technology sales.



[Accidental Sales Manager, The](#) by Suzanne M. Paling

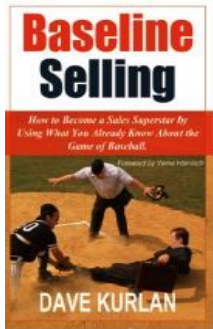
Business owners, company presidents and entrepreneurs successfully manage the rest of the company, but when it comes to sales, they feel as if their efforts come up short. In *The Accidental Sales Manager*, author and sales management consultant Suzanne Paling, urges business leaders to stop struggling and teaches them what they need to know to start succeeding with the sales department.



[ACT Like a Sales Pro! How to Command the Business Stage and Dramatically Increase Sales with Proven Acting Techniques](#)

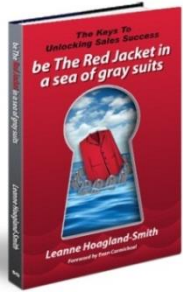
by Julie Hansen

It often seems like everyone in sales is reading from the same script. How do you stand out with today's busy buyers in a competitive market? Actors and other performers are experts at differentiating themselves, gaining attention and demanding top dollar. *ACT Like a Sale Pro* reveals the secrets behind the performer's ability to engage, inspire and move an audience—and most importantly—how to apply them in sales in order to get the appointment, deliver a star power presentation and win more business!



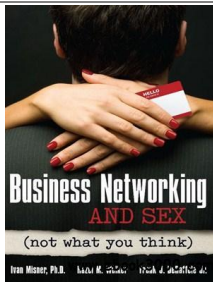
[Baseline Selling – How to Become a Sales Superstar by Using What You Already Know About the Game of Baseball](#) by Dave Kurlan

Selling is changing as fast as technology. If you need to differentiate yourself from your competitors, you'll need to improve your ability to follow a sound process and sell in a manner that avoids decisions based on price. If you want to take a fast-reading, yet powerful and easy-to-apply book with you for summer vacation, check out Baseline Selling. The examples, scripts and stories are worth the read but the sales process and tips to identify and overcome your selling weaknesses is a terrific bonus.



[Be the Red Jacket in a Sea of Gray Suits, The Keys to Unlocking Sales Success](#) by Leanne Hoagland-Smith

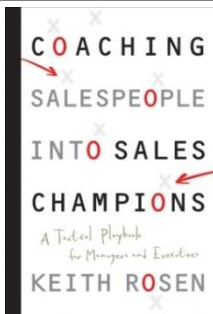
Sales success for small business owners is three fold: (1) How do you stand out in a very crowded market place? (2) How well do you actually earn (close) the sale? (3) How well do you keep your customers coming back? This book looks to unlock the answers those 3 questions with practical nuggets to humor all in a quick read.



[Business Networking and Sex, not what you think](#)

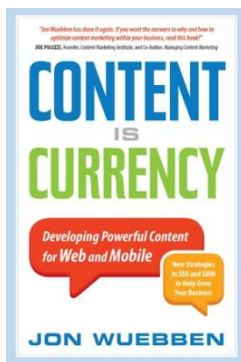
by Ivan Miser, Hazel Walker and Frank J. De Raffelle Jr.

Would you like to get more business? Are you frustrated with the opposite Statistics, humor and education all in one book.



[Coaching Salespeople Into Sales Champions](#) by Keith Rosen

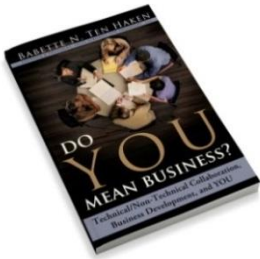
Sales training doesn't develop sales champions. Managers do. Discover how to build a world class sales team using Keith Rosen's proven coaching framework that the majority of the Fortune 1000 companies use. Become a more effective coach that boosts sales and productivity, improves forecast accuracy, retention of top talent and most important; trust.



[Content is Currency: Developing Powerful Content for Web & Mobile](#)

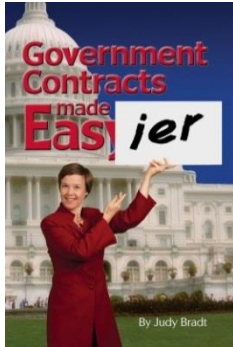
by Jon Wuebben

In the digital age, content is no longer confined to the written page. It is spread across web and mobile, taking the form of podcasts, webinars, widgets, and blog posts. Powerful content tells the story of your product or business, but it means nothing if it's not written well, optimized for search and social media, and properly marketed. In Content is Currency, content strategist Jon Wuebben explains the fine art of content development by utilizing the latest Search Engine Optimization (SEO) and Social Media Marketing (SMM) techniques, and provides you with the tools and strategies you need to get your online content noticed.



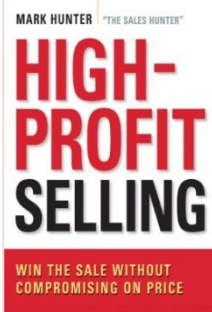
[Do YOU Mean Business?](#) by Babette N. Ten Haken

Are you leaving commission dollars on the table by avoiding collaborating with your technical colleagues? Have you abandoned prospecting companies where a technical decision maker is involved? Babette's book demystifies Us versus Them mindset and breaks down the barriers to your sales success!



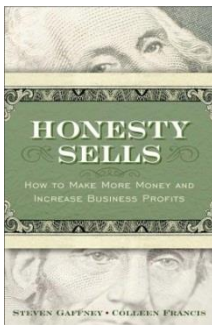
[Government Contracts Made Easier – Book and Strategy Workbook edition](#) by Judy Bradt

Now is the time! Master the secrets to winning US government contracts – and drive your business growth. Even with fiscal year end looming, you could be closing contracts within weeks, and position your company for more in 2014. *Government Contracts Made Easier* shows you how your current clients and competitors point the way to high-potential business. Get the insider tips that seasoned contractors take years to discover. Includes: seven proven steps to success; top targeting techniques; competition toolkit; bid/nobid matrix; proposal writing; GSA Schedules; checklists to stay on track.



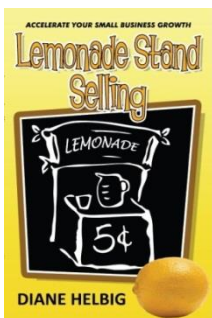
[High-Profit Selling: Win the Sale Without Compromising on Price](#) by Mark Hunter

You likely are giving away more profit than you even realize. The great news is you can learn the specific skills that will help you protect your bottom line and avoid discounting. Discover the skills that Mark Hunter teaches to salespeople around the world.



[Honesty Sells](#) by Colleen Francis & Steven Gaffney

Honesty Sells gives readers a proven system—and an honest one—for getting around gatekeepers and objections, increasing customer responsiveness, closing sales faster and more often, getting honest answers from clients and prospects, and troubleshooting problems before they scuttle big sales or important projects. For anyone who wants to sell more, sell better, and sell more honestly, *Honesty Sells* is a the perfect straight-talking guide to sales success.

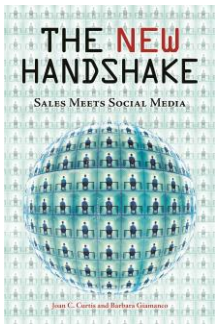


[Lemonade Stand Selling](#) by Diane Helbig

Finally, we've made the small business sales process *Lemonade Stand Selling*! This book is a no nonsense, easy to understand resource for everything sales - from defining the value of your product or service to successfully closing deals.

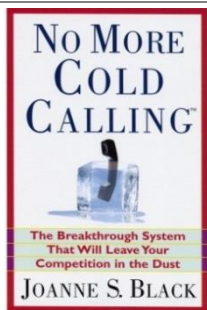
[New Handshake, The: Sales Meets Social Media](#)

by Joan C. Curtis and Barbara Giamanco



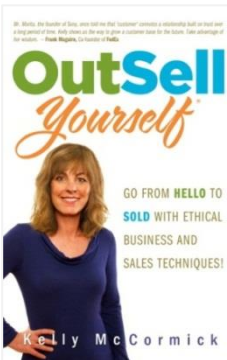
Thanks to social networks and the Internet your prospects begin the buying process without the involvement of sales **60%-80%** of the time. Cold calling and spam emails have diminished in effectiveness, with some **92%** of buyers say that they merely “**hit delete**” when the email or call comes from someone that they do not know. The days of canned pitches are over! Your prospects expect sales people to understand their business and the challenges that they face before suggesting solutions.

Sales people must evolve their sales practices to include the use of social media platforms like LinkedIn, Twitter, Facebook, Blogging, Google+ and more as an integral part of their sales process. The book provides practical information that your sales team can implement now.



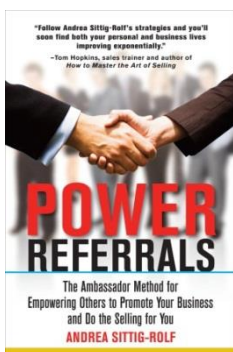
[No More Cold Calling™](#) by Joanne S. Black

Description: This one-of-a-kind sales guide shows you how to get every meeting at the level that counts and convert more than 50 percent of your prospect to customers—all without every making a cold call. Follow Joanne’s proven referral process, and hit your numbers without hitting the phones—with less sweat and with results you can bank on.



[OutSell Yourself!](#) by Kelly McCormick

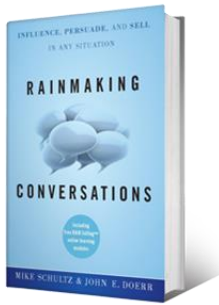
Business Growth Coach Kelly McCormick shares her secrets. She covers everything from setting your prices to selling to men and to women. Kelly also gives great examples of how to write proposals, discuss your fees without being nauseous and avoiding doing stalker style follow-ups. Rated a Top Ten Sales Book, *OutSell Yourself* is packed with tips that you’ll use right away. (Published in 2011)



[Power Referrals](#) by Andrea Sittig-Rolf

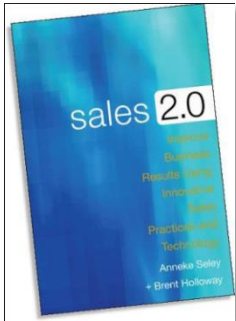
Sales guru Andrea Sittig-Rolf pushes referral marketing to the next level with her proven Ambassador Method. Power Referrals teaches her step-by-step process of winning over and deploying an army of referral-givers that go out and actually do the selling for you—freeing up the time you need to grow your business. You’ll learn how to:

- Employ the ACT (Acquire, Cultivate, Teach) principle to build your Ambassador sales force.
- Convince referral-givers that your gain is their gain.
- Provide Ambassadors with the tools to promote and sell for you.
- Leverage Ambassadors to close more business than you thought possible.



[Rainmaking Conversations: Influence, Persuade, and Sell in Any Situation](#) by Mike Schultz and John E. Doerr

If you're looking to jump-start your sales conversations this summer, check out RAIN Group's *Wall Street Journal* bestseller, *Rainmaking Conversations*, by Mike Schultz and John Doerr. It provides a proven system that will help you master the art of the sales conversation so you can close more deals, bring in more revenue, and be more successful.

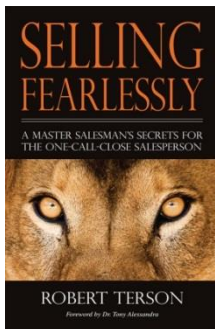


[Sales 2.0: - Improve Business Results Using Innovative Sales Practices and Technology](#) by Anneke Seley and Brent Holloway

Sales 2.0 explores

- The emerging Sales 2.0 phenomenon
- How it is characterized
- Why it is imperative for a company's long-term success, and
- How anyone can get started with this new approach to generating revenue

The book shows readers how to redeploy their sales teams for greater bottom-line results, and reveals all the differences between Sales 2.0 and traditional selling. Through real world case studies, readers will learn how industry leaders achieved phenomenal results and competitive advantage.



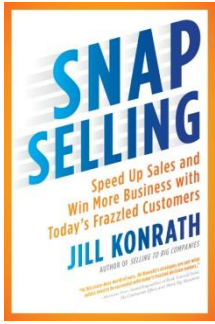
[Selling Fearlessly: A Master Salesman's Secrets For the One-Call-Close Salesperson](#) by Robert Terson

Sales books are ubiquitous, but *Selling Fearlessly: A Master Salesman's Secrets for the One-Call-Close Salesperson*, although beneficial to all salespeople, specifically targets the one-call-close simple-sale salesperson; addresses *all* the elements of selling; and spotlights the paralyzing fear factor that 80% of salespeople, who only do 20% of the business, must face every time they make a call or give a presentation. Jill Konrath, author of *SNAP Selling* and *Selling to Big Companies* said "If you only have one meeting to close the sale, *Selling Fearlessly* is the book for you."



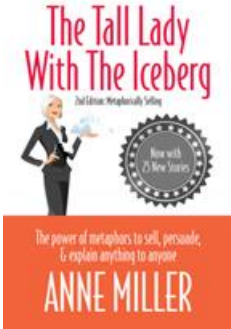
[Seven Keys to Effective Business-to-Business Appointment Setting, The: Unlock Your Sales Potential](#) by Andrea Sittig-Rolf

A unique compilation of tactical appointment setting techniques that have been proven effective for sales professionals in the business to business sales industry. Time and time again these techniques have helped thousands of salespeople schedule appointments with qualified prospects leading to millions of dollars in sales. Over her twenty year career, Andrea Sittig Rolf has recruited, led, and trained business to business sales teams to sell millions of dollars worth of products and services. In the book Andrea Sittig Rolf explains: 1) Successful methods to prepare for scheduling qualified appointments 2) Leveraging voicemail and email as powerful appointment setting tools 3) The "Aha!" Formula and its use in overcoming common objections 4) The metrics of sales, and doing the numbers for consistent sales results.



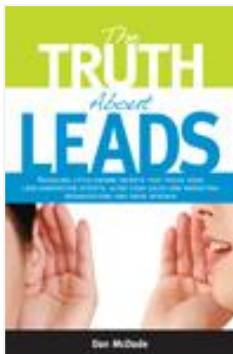
[SNAP Selling](#) by Jill Konrath

If you're struggling to capture and keep the attention of today's crazy-busy prospects, this book is for you. You'll learn what you're doing that's hurting your sales. And, you'll discover numerous strategies to set up meetings, shorten sales cycles and create differentiation.



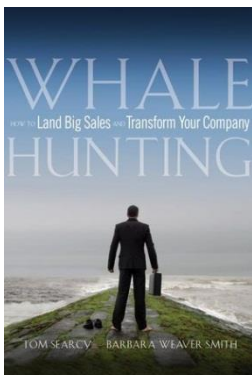
[Tall Lady With the Iceberg, The: the power of metaphors to sell, persuade & explain anything to anyone](#) by Anne Miller

In a world of too much information, too many choices, and too little attention, metaphors and analogies become your best tools for grabbing attention, driving home points and closing business. With over 250 examples, stories and exercises, you will learn how to wield these power communication techniques like a Samurai warrior to shorten sales cycles and increase your business.



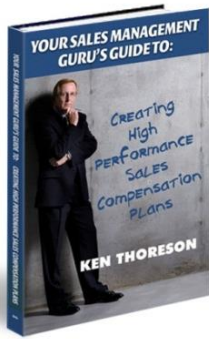
[Truth About Leads, The](#) by Dan McDade

A practical, easy-to-read book revealing little-known secrets that help you focus your B2B lead-generation efforts, align your sales and marketing organizations, and drive revenue. You'll come away with insight and understanding on the problems that exist in the world of lead generation and qualification, and prospect nurturing; the causes of these issues, including misalignment between marketing and sales; and the cost of not addressing broken processes and keeping those involved accountable. Dan completes this anecdote-filled tome with the top-10 actions B2B execs can take today to improve revenue results.



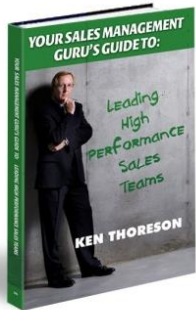
[Whale Hunting: How to Land Big Sales and Transform Your Company](#) by Tom Searcy and Barbara Weaver Smith

Using the ancient Inuit whale hunt as a metaphor for big sales, *Whale Hunting* gives you a clear nine-phase model for successfully finding, landing, and harvesting whale-sized sales accounts—the kind of sales that transform your business. Here, you'll learn how to turn the dangerous endeavor of selling to large companies and big contracts into a strategy for continued success and growth. Stop wasting time with little accounts and start landing monster accounts—grow your business, explode your revenue.



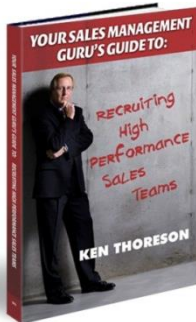
[Your Sales Management Guru's Guide to Building Sales Compensation Plans for High Performance!](#) by Ken Thoreson

Sales compensation is only one ingredient in building a high performance sales team, but a very important one. The key for success is aligning the sales compensation plan to the organizations objectives. In this book I have described both the strategic and tactical aspects of designing, testing, rolling out and measuring the effectiveness of your sales compensation plans.



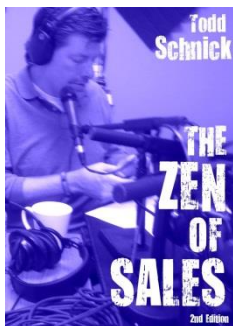
[Your Sales Management Guru Guide to Leading High Performance Sale Teams](#) by Ken Thoreson

This is your book if you need ideas on increasing your sales team's performance, leading and managing your sales organization to the next level. 39 chapters literally jammed with hundreds of proven ideas that address every aspect of sales management. Plus a bonus section: *The job of sales management*, a prescriptive approach to building predictive revenue-a must read by every sales manager.



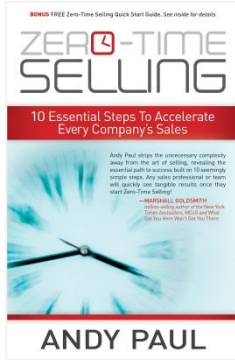
[Your Sales Management Guru's Guide to Recruiting High Performance Sales Teams](#) by Ken Thoreson

What's the number one challenge of sales management? Recruiting and hiring top talent. Where organizations have focused on quality hiring sales and revenue problems don't exist, customer satisfaction levels are high and morale/culture is terrific. We have included the tools to help you improve your performance; interview scorecards, interviewing questions, and sample job descriptions. Plus; a bonus section: the Sales Management Guru has included a sample three week new hire on-boarding process to ensure you initially train them properly.



[Zen of Sales, 2nd Edition, The](#) by Todd Schnick

Zen emphasizes experiential wisdom in the attainment of enlightenment. It de-emphasizes theoretical knowledge in favor of direct self-realization through meditation and practice [from wikipedia]. Our purpose in sales, is to seek enlightenment, to fully understand how we can serve our customer and prospect...not by the singular implementation of a generic message script and one-size-fits-all sales process, but in being mindful that every interaction is unique...and requires us to be in the moment and focused on each individual opportunity.



[Zero-Time Selling, Ten Essential Steps Every Company Can Take To Accelerate Sales](#) by Andy Paul

Zero-Time Selling describes the 10 essential sales practices that will enable you to:

1. Sell more, faster, without adding headcount
2. Create value for customers and differentiate yourself from competitors by how you sell
3. Convert a greater percentage of your sales leads into orders
4. Build a loyal customer base and increase repeat business
5. Increase the productivity of all your sales channels