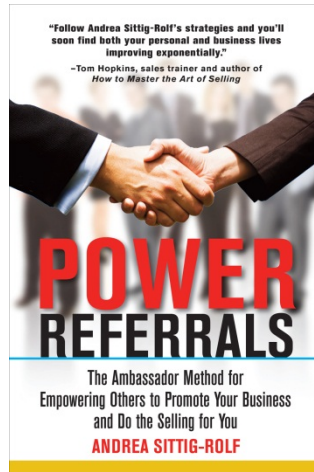
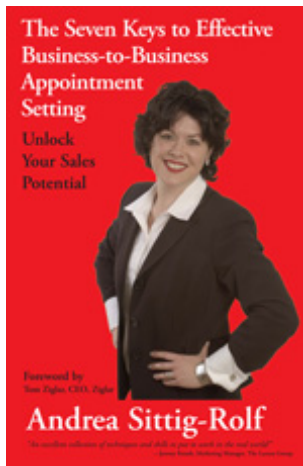


Eight books to help your sales team succeed in 2011



December 13, 2010 FREDERICKSBURG, VA – The November/December 2010 issue of *Selling Power* magazine has compiled a list of the [Best Books to Help Your Team Succeed in 2011](#).

Each book addresses an aspect of selling that *Selling Power* feels will be of paramount importance in 2011, including standing out in a crowded marketplace, nurturing trusted relationships, communicating effectively, and fostering new growth.

Gerhard Gschwandtner, founder and CEO of [Selling Power magazine](#), says that despite the proliferation of online content and resources, books present a wealth of ideas that can help create a winning sales team.

“High performers are always looking for more ways to create value,” Gschwandtner says. “Our selective list of books represents a road map for sales leaders who want to equip their teams with the tools, skill sets, and visionary thinking they need to succeed in the coming year.”

We haven’t had a chance to actually check out any of these ourselves, but thought you might enjoy taking a look at what the magazine recommends.

The best books list:

- *Selling Change: 101 Secrets for Growing Sales by Leading Change* by Brett Clay
- *Slow Down, Sell Faster! Understand Your Customer’s Buying Process and Maximize Your Sales* by Kevin Davis
- *SNAP Selling: Speed Up Sales and Win More Business with Today’s Frazzled Customers* by Jill Konrath
- *Baseline Selling: How to Become a Sales Superstar by Using What You Already Know About the Game of Baseball* by Dave Kurlan
- *Make What You Say Pay! The Language That Opens Minds, Closes Deals, & Wows Crowds*

by Anne Miller

- *Power Referrals: The Ambassador Method for Empowering Others to Promote Your Business and Do the Selling for You* by Andrea Sittig-Rolf
- *The Seven Keys to Effective Business-to-Business Appointment Setting: Unlock Your Sales Potential* by Andrea Sittig-Rolf
- *Never Fly Solo: Lead With Courage, Build Trusting Partnerships, and Reach New Heights in Business* by Lt. Col. Rob “Waldo” Waldman

The list also includes a summary of tips for sales leaders on how to distribute and disseminate best practices and ideas to their teams.

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