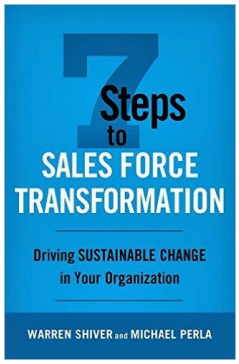
2016 Summer Reading List of All Things Sales

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

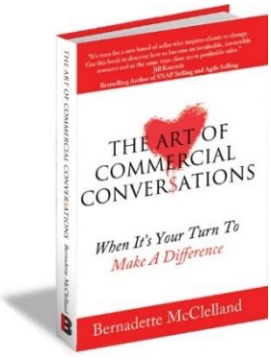
Click on the book image or the title to link to each book. Check out each author's website for more valuable tips and often FREE resources!

New for 2016



7 STEPS TO SALES FORCE TRANSFORMATION: Driving Sustainable Change in Your Organization
by Warren Shiver and Michael Perla

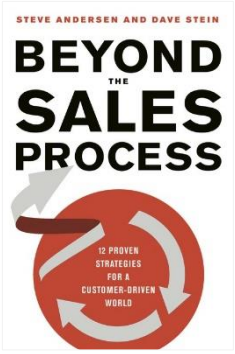
A successful sales force transformation can mean increased revenue, increased sales productivity, and reduced cost of sales. But up to seventy-five percent of attempted transformations fail. According to sales experts Warren Shiver and Michael Perla, the root of the problem is two-fold: salespeople are notoriously reluctant to change, and all too often, even when the sales department transforms successfully, the rest of the organization fails to keep up. In this new book, Shiver and Perla provide their proven strategy for achieving holistic, sustainable change by overcoming resistance and incorporating all parts of the organization. They include examples from many well-known companies such as Coca-Cola, Amazon, and Thomson Reuters.



The Art of Commercial Conversations - When It's Your Turn To Make A Difference
by Bernadette McClelland

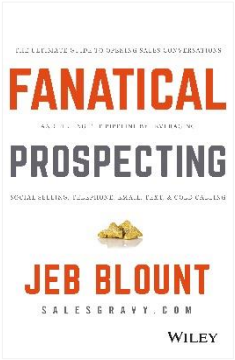
This book is DIFFERENT!

It provides mainstream how-to's and what to do's with a left of field focus on who you need to be and why this is so important. It taps into what REALLY contributes to business success when it comes to revenue generation, day to day leadership and the critical activation of those results that matter the most. It's an invitation as well as a wake-up call to begin having commercial conversations that provide a win for everyone – you, your buyer and the greater community – providing chapter after chapter of game changing calls to action!



[Beyond the Sales Process: 12 Proven Strategies for a Customer-Driven World]
by Steve Andersen and Dave Stein

Relationships matter. In our new, post-recession B2B sales world, thinking only about how to close an active buyer can be a fatal miscalculation. It's a cold, hard reality: your customers typically spend less than 5 percent of their time engaged in the buying of products and services from you. In order to continuously drive sales, it is imperative to engage with would-be buyers during the 95 percent of their time when they are not buying from you. (Reinforced by research from Aberdeen Group, SAMA, ITSMA, and other experts, this evidence-based book gives you practical, proven methods for effectively positioning and differentiating yourself in an unprecedentedly competitive sales environment… enabling you to grow with your customers, and take your sales performance to a whole new level.)

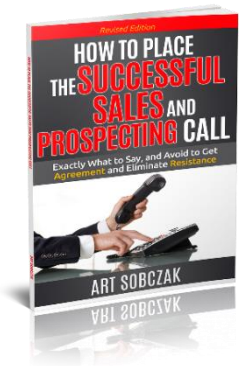


[Fanatical Prospecting]
by Jeb Blount

Fanatical Prospecting gives salespeople, sales leaders, entrepreneurs, and executives a practical, eye-opening guide that clearly explains the why and how behind the most important activity in sales and business development—prospecting. Learn how to keep the pipeline full of qualified opportunities and avoid debilitating sales slumps by leveraging a balanced prospecting methodology across multiple prospecting channels.

[The Future of Consultative Selling]
by Mike Schultz, Bob Croston, Jason Murray

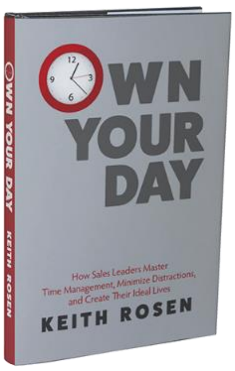
In the past handful of years, the sales environment has changed so much that respected sales experts and business journals are telling sellers to replace consultative selling, while others claim it's still relevant but that it needs to change. In *The Future of Consultative Selling*, Schultz, Croston, and Murray propose a new definition of consultative selling, and take a close look at the future of sales and what you need to do to win in the new sales environment. You'll come away with a better understanding of how to adjust course in the selling process now and in the future.



[How to Place the Successful Sales and Prospecting Call]
by Art Sobczak

Art Sobczak take you step-by-step through his proven Seven-Step sales call process. Plus you'll get examples of the what-to-say messaging to use in all parts of the call to get the "yes" answers you want, and how to place those calls without fear of the "rejection" that so many callers get paralyzed by.

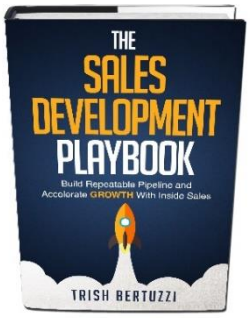
Get this newly-revised 180-page paperback FREE…just cover the shipping.



[Own Your Day]
by Keith Rosen

How Sales Leaders Master Time Management, Minimize Distractions, and Create Their Ideal Lives. Whether you're a sales manager or salesperson, this book delivers a step-by-step self-management road map to double your productivity, take charge of your life, and Own Your Day.

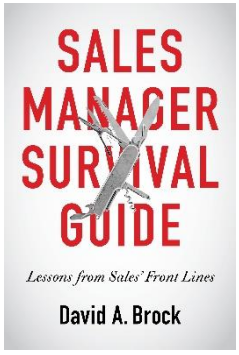
In addition to learning time management strategies that will yield immediate results in your life, you will learn how to master the inner game of time management which will enable you to coach your team to thrive and help them improve their personal productivity.



[The Sales Development Playbook: How to Build Repeatable Pipeline and Accelerate Growth with Inside Sales]
Trish Bertuzzi

This book paves a clear path for the value of investing time and resources in a great sales development team. It is broken up into 6 sections, one chapter dedicated to every element of building an effective outbound sales team.

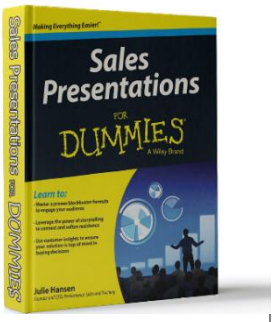
The 6 sections are 1) Strategy: A framework for aligning your sales model with market dynamics 2) Specialization: How to segment your prospect universe 3) Recruiting: How to find, hire and compensate good sales talent 4) Retention: How to engage, develop and motivate reps 5) Execution: How to properly conduct outbound sales 6) Leadership: How to be a good sales team leader, from establishing quota to performance metrics to building out a sales stack.



[Sales Manager Survival Guide, Lessons from Sale's Front Lines]
by David A Brock

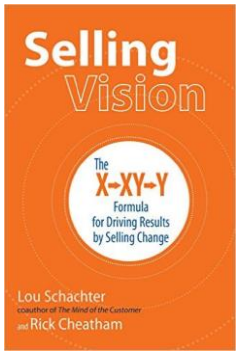
The indispensable guide to the toughest, most important job in sales. Front line sales manages are responsible for maximizing the performance of each person on the team, assuring the team makes the numbers.

The book is a tactical guide to the issues sales managers face every day on the job, whether it's how to coach effectively, how to conduct high impact business reviews, recruiting, hiring, onboarding, firing, getting the most from top performers, dealing with poor performers. It's perfect for people new to management through to the most experienced managers. It's been called THE Go-To resource for sales managers.



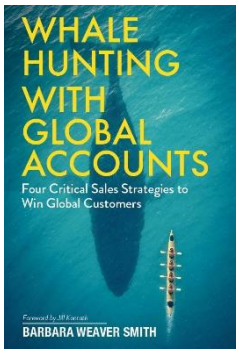
[Sales Presentations for Dummies]
By Julie Hansen

No more excuses for giving another boring, ineffective sales presentation after reading this timely book! Author Julie Hansen lays out a step-by-step method for building a blockbuster presentation and tips from acting, storytelling and Ted Talks for delivering it in a compelling and memorable way. Whether your presentation is formal or informal, virtual or live, the techniques in this book will help you gain and hold the attention of busy decision-makers and improve your closing ratio.



[SELLING VISION: The X→XY→Y Formula for Driving Results by Selling Change]
by Lou Schachter and Rick Cheatham

Smart companies try to stay ahead of marketplace shifts by changing what and how their company sells. In the book, Lou and Rick – veteran sales executives and consultants – argue that too many sales transformations are unsuccessful because they fail to plan for a mission-critical phase – a transition period of selling both the current and new offerings at the same time. It's based on new research and is full of advice for salespeople, sales managers, and sales leaders.



[Whale Hunting with Global Accounts]
by Barbara Weaver Smith

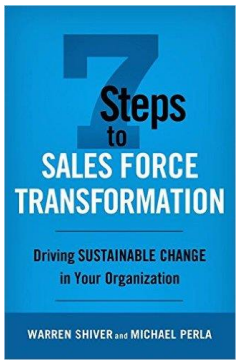
Nothing grows your bottom line faster than new business with your global accounts, yet companies like yours are leaving millions—maybe billions--on the table. You have a big customer or even a few that are part of global corporations, but you're still treating them as if they were local. If you're not ready to expand globally with your customers, even your domestic business is at risk.

In *Whale Hunting with Global Accounts,* Barbara Weaver Smith takes CEOs and sales leaders on a deep dive into the four critical sales strategies that will make you winners in the competition for growth in your biggest accounts:

- Knowledge—Look Deeper
- Structure—Get Organized
- Process—Beyond Steps
- Vision—Lead the Way

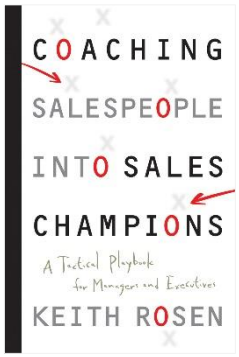
The voices of fourteen global sales experts—current practitioners and sales leaders—contribute seamlessly to the narrative for a powerfully multinational perspective. Weaver Smith will teach you how to become a smarter, more insightful, global account team whose customers look to you for leadership.

Must-Reads for Sales Leaders



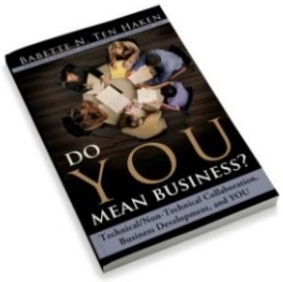
[7 STEPS TO SALES FORCE TRANSFORMATION: Driving Sustainable Change in Your Organization]
by Warren Shiver and Michael Perla

A successful sales force transformation can mean increased revenue, increased sales productivity, and reduced cost of sales. But up to seventy-five percent of attempted transformations fail. According to sales experts Warren Shiver and Michael Perla, the root of the problem is two-fold: salespeople are notoriously reluctant to change, and all too often, even when the sales department transforms successfully, the rest of the organization fails to keep up. In this new book, Shiver and Perla provide their proven strategy for achieving holistic, sustainable change by overcoming resistance and incorporating all parts of the organization. They include examples from many well-known companies such as Coca-Cola, Amazon, and Thomson Reuters.



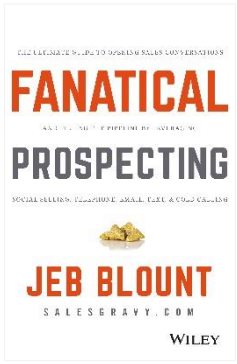
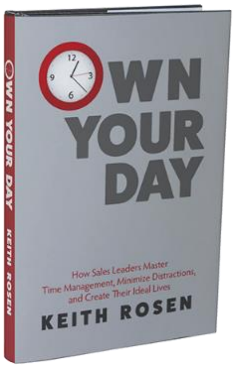
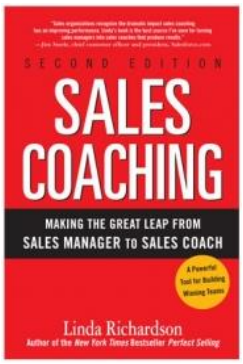
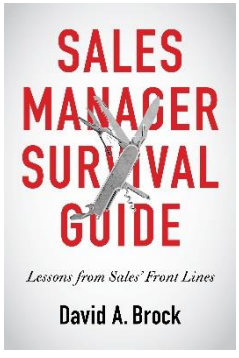
[Coaching Salespeople Into Sales Champions]
by Keith Rosen

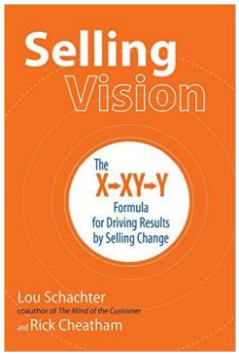
Sales Training Doesn't Develop Sales Champions. Managers Do. The secret to developing a team of high performers isn't more training but better ***coaching*****.** When managers effectively coach their people around best practices, core competencies and the inner game of coaching that develops the champion attitude, it makes your training stick. With Keith Rosen's coaching methodology and proven *L.E.A.D.S. Coaching Framework*™ used by the world's top organizations, you'll get your sales and management teams to perform better - fast.



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

Back in 2012, Babette Ten Haken penned this *tour de force* on cross-functional collaboration between sales teams and IT and engineering teams. Her message resounds even more strongly today. With companies struggling to acquire and retain customers in an ever-competitive business ecosystem, it's the power of your teams to collaborate that drives customer success and business growth. Ten Haken traverses the interface between human capital strategy for hiring and developing technical and nontechnical teams. She catalyzes compelling strategies and processes for cross functional communication and collaboration.

	[Fanatical Prospecting] by Jeb Blount *Fanatical Prospecting* gives salespeople, sales leaders, entrepreneurs, and executives a practical, eye-opening guide that clearly explains the why and how behind the most important activity in sales and business development—prospecting. Learn how to keep the pipeline full of qualified opportunities and avoid debilitating sales slumps by leveraging a balanced prospecting methodology across multiple prospecting channels.
	[Own Your Day] by Keith Rosen How Sales Leaders Master Time Management, Minimize Distractions, and Create Their Ideal Lives. Whether you're a sales manager or salesperson, this book delivers a step-by-step self-management road map to double your productivity, take charge of your life, and Own Your Day. In addition to learning time management strategies that will yield immediate results in your life, you will learn how to master the inner game of time management which will enable you to coach your team to thrive and help them improve their personal productivity.
	[Sales Coaching: Making the Great Leap from Sales Manager to Sales Coach] by Linda Richardson Today sales organizations know that sales coaching is a sales manager's most important role. This books provides strategies and tools that enable managers to lead coaching conversations in which sales people actively develop solutions, take responsibility for their development, and reach their goals.
	[Sales Manager Survival Guide, Lessons from Sale's Front Lines] by David A Brock The indispensable guide to the toughest, most important job in sales. Front line sales manages are responsible for maximizing the performance of each person on the team, assuring the team makes the numbers. The book is a tactical guide to the issues sales managers face every day on the job, whether it's how to coach effectively, how to conduct high impact business reviews, recruiting, hiring, onboarding, firing, getting the most from top performers, dealing with poor performers. It's perfect for people new to management through to the most experienced managers. It's been called THE Go-To resource for sales managers.

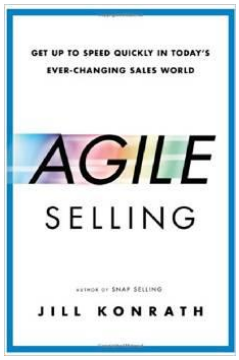


SELLING VISION: The X→XY→Y Formula for Driving Results by Selling Change

by Lou Schachter and Rick Cheatham

Smart companies try to stay ahead of marketplace shifts by changing what and how their company sells. In the book, Lou and Rick – veteran sales executives and consultants – argue that too many sales transformations are unsuccessful because they fail to plan for a mission-critical phase – a transition period of selling both the current and new offerings at the same time. It's based on new research and is full of advice for salespeople, sales managers, and sales leaders.

Must-Reads for Sales Professionals



AGILE SELLING

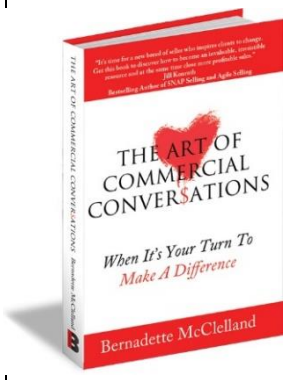
by Jill Konrath

So much to learn. So little time. If you're like most sellers, your head is spinning with all the new things you have to deal with: new products and services, new technology, new positions or new competitors. Then, when you throw in all the changes going on around you, life gets even more complex.

In AGILE SELLING, you'll discover how to:

- Rapidly absorb new information
- Master new sales skills quickly
- Leverage an agile mindset
- Tap into crucial success habits.

In a world of continuous change, your learning agility is the key for getting up to speed quickly -- and then, staying there.

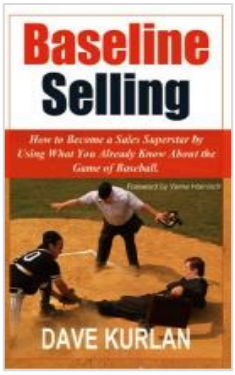


The Art of Commercial Conversations - When It's Your Turn To Make A Difference

by Bernadette McClelland

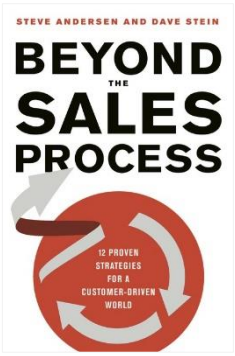
This book is DIFFERENT!

It provides mainstream how-to's and what to do's with a left of field focus on who you need to be and why this is so important. It taps into what REALLY contributes to business success when it comes to revenue generation, day to day leadership and the critical activation of those results that matter the most. It's an invitation as well as a wake-up call to begin having commercial conversations that provide a win for everyone – you, your buyer and the greater community – providing chapter after chapter of game changing calls to action!



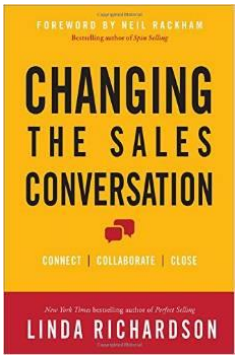
[Baseline Selling – How to Become a Sales Superstar by Using What You Already Know About the Game of Baseball]
by Dave Kurlan

If you need to schedule more quality meetings, outsell your competition, overcome sales specific weaknesses, develop consultative selling skills, optimize your sales process or shorten your sales cycle, Baseline Selling is there for you. Now in its 10th year, this book has staying power! It's fast-reading, memorable, easy-to-apply, and contains great stories, scripts and examples! If you like Baseball, you'll find Baseline Selling is right up your alley and if you're not a baseball fan, no worries, readers in the UK, India and Australia, where they don't play baseball, love the book too.



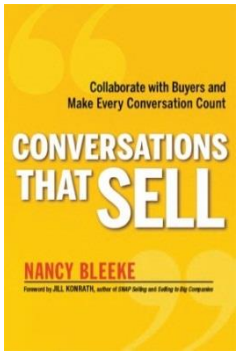
[Beyond the Sales Process: 12 Proven Strategies for a Customer-Driven World]
by Steve Andersen and Dave Stein

Relationships matter. In our new, post-recession B2B sales world, thinking only about how to close an active buyer can be a fatal miscalculation. It's a cold, hard reality: your customers typically spend less than 5 percent of their time engaged in the buying of products and services from you. In order to continuously drive sales, it is imperative to engage with would-be buyers during the 95 percent of their time when they are not buying from you. (Reinforced by research from Aberdeen Group, SAMA, ITSMA, and other experts, this evidence-based book gives you practical, proven methods for effectively positioning and differentiating yourself in an unprecedentedly competitive sales environment… enabling you to grow with your customers, and take your sales performance to a whole new level.)



[Changing the Sales Conversation]
by Linda Richardson

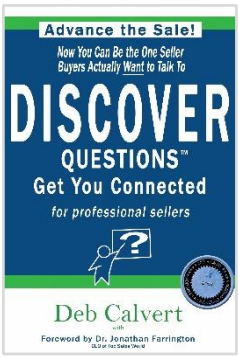
Richardson gives you five clear and powerful strategies and a set of tools to succeed in today's new sales environment with self-educated customers. Richardson helps you change your sales conversation from a focus on product solutions to the delivery of customer outcomes.



Conversations That Sell
by Nancy Bleeke

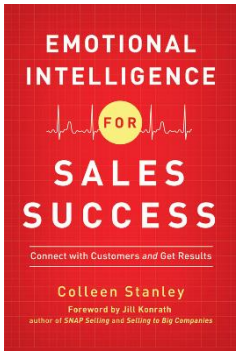
There's no such thing as "small talk." Today's buyers want more from sales professionals than a simple consultation. What they're hungry for are meaningful, collaborative conversations that value their time and energy and result in a Win^3...where they, the seller, and the organization achieve a winning 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 "Skill and Will" factors that drive results. It's an easy read with many tips and tools to help you make each of your sales conversations count.



DISCOVER Questions® Get You Connected
by Deb Calvert

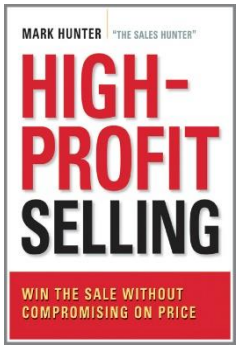
You can't advance the sale unless you can do these three things for buyers: build trust, create value and collaboratively design highly personalized solutions. This book teaches you how to do all three simultaneously! Using DISCOVER Questions®, you will become the ONE seller that buyers actually WANT to talk to.



Emotional Intelligence For Sales Success
by Colleen Stanley

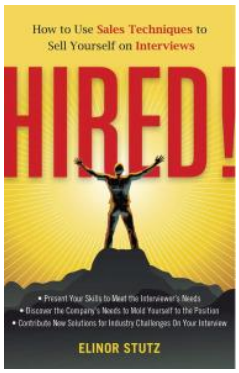
Most salespeople know what to do, however, under stressful selling situations, they default to non-productive selling behaviors such as discounting and writing proposals for prospects that are never going to buy.

Emotions start running the meeting rather than effective selling and communication skills. Learn how emotional Intelligence skills produce hard sales results.



High-Profit Selling: Win the Sale Without Compromising on Price
by Mark Hunter

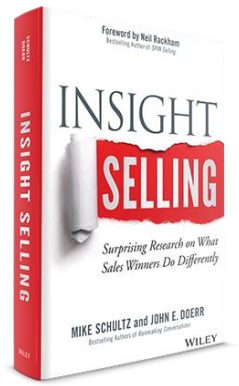
Too many salespeople sabotage their sales career by consistently discounting their price! In "High-Profit Selling," we dig into specific techniques to put an end to the discounting habit. You can build skills to sell at full price, and by doing so, you'll be on your way to sales success!



[HIRED! How to Use Sales Techniques to Sell Yourself On Interviews]
by Elinor Stutz

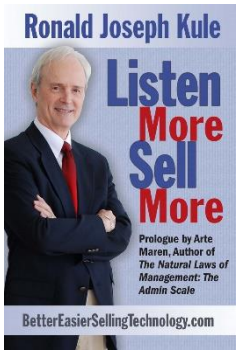
"HIRED! provides a practical interviewing approach based on sales methodology. By following the principles Elinor Stutz provides, interviewees will become adept at selling their skills and experiences to prospective employers and more easily achieve their goal of hearing 'HIRED!'"

- Nancy K. Hayes, Dean, College of Business, San Francisco State University



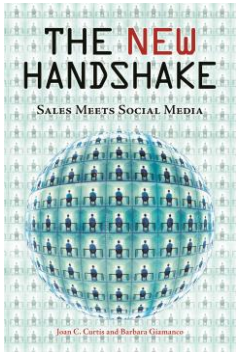
[Insight Selling: Surprising Research on What Sales Winners Do Differently]
by Mike Schultz and John E. Doerr

According to a new study by the RAIN Group Center for Sales Research, only 36% of sellers have advanced consultative selling skills; that is, they inspire buyers with new ideas and perspectives, question the status quo, drive demand, and influence buyer decision making. It comes as no surprise that these sellers win more frequently than those who lack these skills. *Insight Selling* creates a roadmap for those sellers who want to do what sales winners do, differentiate from their competition, and win more sales.



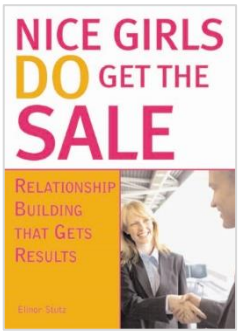
[Listen More Sell More]
Ronald Joseph Kule

Listen More Sell More offers correct, basic data and a complete, step-by-step, self-help sales course within a softcover book. The course includes exclusive, role-play exercises that improve ability to close sales. Professionals to beginners have improved their sales results by reading and applying this course with roots back to 1898. (Available in English and Swedish, this is Volume One of a projected three-volume series.)



[The New Handshake: Sales Meets Social Media]
Barbara Giamanco

Today's socially connected climate has redefined the way people communicate and interact. It's also changed the way buyers operate in the marketplace. Ahead of its time, *The New Handshake: Sales Meets Social Media*, presents a new blueprint for selling, a significant expansion from selling via the traditional face-to-face or telephone sales methods. You'll learn about the top social networks and how they work, as well as learn the road map for creating your social selling strategy—including how to empower salespeople to overcome their resistance to change.

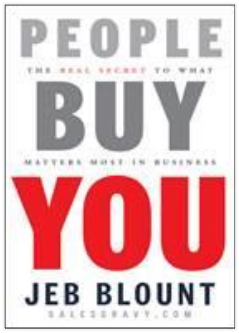


[Nice Girls DO Get the Sale: Relationship Building That Gets Results]
by Elinor Stutz

An international best-seller that is turning into a classic. Men are now reading and tweeting the book!

"Elinor has an amazing way of communicating simple, basic techniques that make the scary topic of sales very accessible to everyone. She shares the secrets that made her a very successful salesperson, from creative approaches to getting appointments to the most effective way to close the sale."

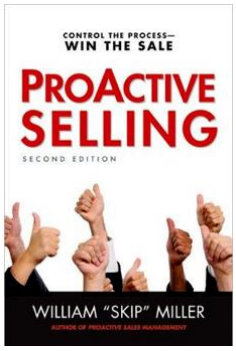
-Kim Fisher, Managing Director, eWomenNetwork



[People Buy You (Wiley 2010)]
by Jeb Blount

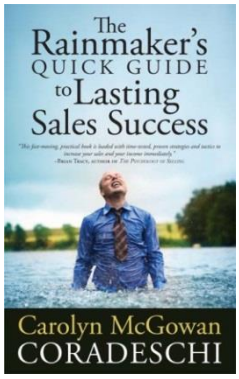
Your ability to build lasting business relationships that allow you to close more deals, retain clients, increase your income, and advance your career to rise to the top of your company or industry, depends on your skills for getting other people to like you, trust you, and BUY YOU.

This break-through book pushes past the typical focus on mechanics and stale processes found in so many of today's sales and business books, and goes right to the heart of what matters most in 21st century business. Offering a straight forward, actionable formula for creating instant connections with prospects and customers, *People Buy You,* will enable you to achieve a whole new level of success in your sales and business career.



[ProActive Selling: Control the Process - Win The Sale]
by William "Skip" Miller

Your sales strategy is great, but your numbers just aren't. Why the discrepancy? Because no amount of strategizing will help when you're face to face with a customer. What you need are tactics - what to say, when to act, what to do.



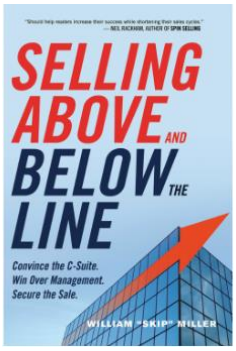
[Rainmaker's Quick Guide To Lasting Sales Success, The]
by Carolyn McGowan Coradeschi

In this fast-paced and easy to implement guide, you'll discover how to consistently and easily make sales in a way that respects your customers and creates predictable results. Field tested in 30 years of selling success, author Carolyn Coradeschi shares her potent tools and techniques to help you:

- Eliminate your fear and sales reluctance
- Use creative approaches to open doors and cut through competition
- Close sales whenever you want in a way that feels great for you and your customer

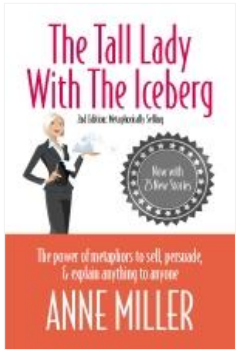
"*This fast-moving, practical book is loaded with time-tested, proven strategies and tactics to increase your sales and your income immediately.*"

~Brian Tracy - Author, The Psychology of Selling



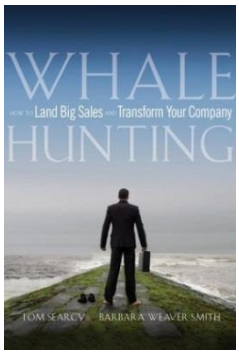
[Selling Above and Below The Line: Convince the C-suite, Win Over Management, Secure the Sale.]
by William "Skip" Miller

Miller delivers invaluable insights on the hot topic of how to create dual value propositions. More than ever, sales people must show a fiscal level ROI while simultaneously selling the technical feature/ function fit. According to Neil Rackham, author of "SPIN Selling", Miller's book equips readers to "…increase their success while shortening their sales cycles."



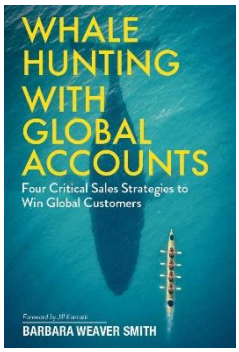
[The Tall Lady With the Iceberg: the power of metaphor to sell, persuade & explain anything to anyone (Updated edition of Metaphorically Selling)]
by Anne Miller

Like a knife through hot butter, the ideas in this book will melt away objections and help you spread your ideas further and faster. Learn how to leverage metaphors to make a point, change perceptions, clear up confusion and inspire action. Filled with fresh thinking, this book is a "must read" for all salespeople and business leaders who want to take their communication skills to the next level.



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

Is your company achieving $5m, $10m, $25m or more annual revenue? Have you reached a plateau in revenue growth? Do your annual sales sort of bob up and down these days? Time to introduce *Whale Hunting* to your team! Learn and implement a process to land bigger deals with bigger customers—predictably, safely, and repeatedly. *Whale Hunting* applies ancient wisdom to modern business development!



[Whale Hunting with Global Accounts]
by Barbara Weaver Smith

Nothing grows your bottom line faster than new business with your global accounts, yet companies like yours are leaving millions—maybe billions--on the table. You have a big customer or even a few that are part of global corporations, but you're still treating them as if they were local. If you're not ready to expand globally with your customers, even your domestic business is at risk.

In *Whale Hunting with Global Accounts,* Barbara Weaver Smith takes CEOs and sales leaders on a deep dive into the four critical sales strategies that will make you winners in the competition for growth in your biggest accounts:

- Knowledge—Look Deeper
- Structure—Get Organized
- Process—Beyond Steps
- Vision—Lead the Way

The voices of fourteen global sales experts—current practitioners and sales leaders—contribute seamlessly to the narrative for a powerfully multinational perspective. Weaver Smith will teach you how to become a smarter, more insightful, global account team whose customers look to you for leadership.