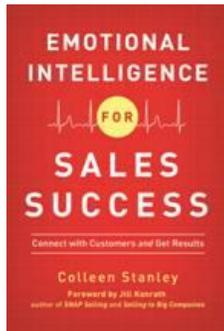


2012 Summer Reading List of All Things Sales

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

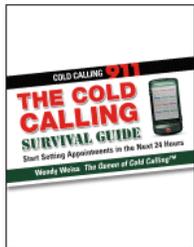
Click on the book image or the title to link to each book.

New



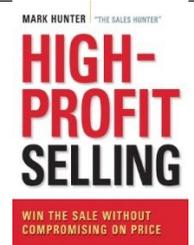
[Emotional Intelligence For Sales Success](#) by Colleen Stanley
Coming Fall 2012 by AMACOM!

Most books about sales recycle the same tips on how sales professionals can improve their pitches and closing tactics. If knowing these sales techniques are all it takes to be successful, why do so many salespeople fall short in hitting their sales quota? The biggest reason for failure is because salespeople rarely understand how emotional intelligence skills positively impact their success in business: the ability to empathize with prospects, remain cool when hot buttons are triggered and be assertive, and asking for what you need in order to create win-win business relationships. When it comes to sales, emotional intelligence skills are every bit important as hard sales skills.



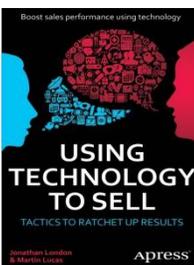
[The Cold Calling Survival Guide](#) by Wendy Weiss

In her newest e-book, **The Cold Calling Survival Guide**, Wendy Weiss shares her secrets for getting face-to-face with highly qualified prospects -- in fact, you'll start setting appointments within 24 hours of reading it! Free eBook!



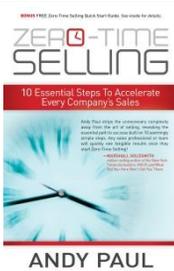
[High-Profit Selling: Win The Sale Without Compromising on Price](#)
by Mark Hunter

Leading Sales Expert Mark Hunter "The Sales Hunter" uncovers the specific techniques salespeople can use to close more sales without jeopardizing profits. The book is packed with proven processes Mark has taught to thousands of salespeople in corporations world-wide.



[Using Technology to Sell](#) by Jonathan London

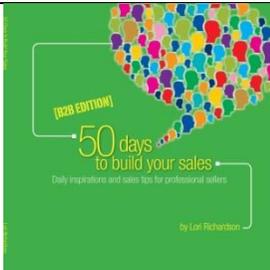
Using Technology to Sell: Tactics to Ratchet Up Results: This book will give anyone in sales a road map toward being more effective, differentiating themselves from the competition, controlling the sales process more effectively, and selling more.



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

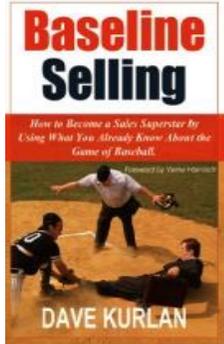
In today's crazy markets, where it is difficult to establish and maintain product and service differentiation, "how" you sell is as important as "what" you sell to win more orders in less time. Zero-Time Selling provides the answers to how" you should sell to create value and build trust with prospects and truly differentiate you from your competition.

Your List of Sales Book Resources



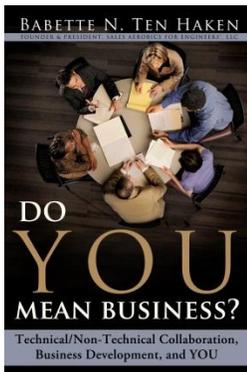
["50 Days to Build Your Sales - B2B Edition" — 2012](#) by Lori Richardson (Paperback)

This little tip book gives you 50 unique tips to grow B2B business, plus 50 inspirations — in a very easy-to-read format. Sales managers say that they mention these tips all the time to their teams.



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

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 alone are worth the read, but the included sales process and information on how to overcome your weaknesses is a terrific bonus.



[Do YOU Mean Business?: Technical/Non-Technical Collaboration, Business Development, and YOU](#) by Babette N. Ten Haken

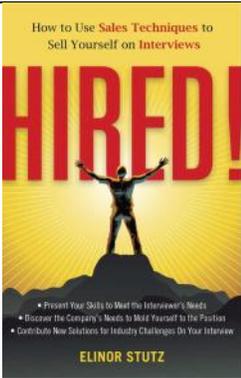
If you dread interdepartmental meetings or asking technical colleagues to meet customers, I highly recommend that you read Babette's new book, *Do YOU Mean Business?: Technical/Non-Technical Collaboration, Business Development and YOU*. You'll find insights, tools, and exercises that will enable you to make your technical colleagues your best advocates and partners in creating value for clients. Babette will challenge how you do business with a candid approach that inspires you to start working together to innovate, solve problems, make customers happy and close sales!



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

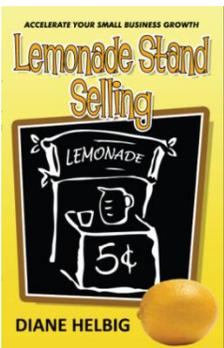
Judy Bradt brings you the secrets to winning US government contracts - whether you're taking your first steps, or expanding your footprint in pursuit of the world's largest buyer. Government Contracts Made Easier is loaded with resources that seasoned contractors take years to discover.

Includes: Key Concepts; Profiles in Success; A Structured Approach: Seven Steps to guide your journey into the heart of what it takes to win government business; Exercises; Research Data & Top Expert Insight; Checklists and Tip Lists; Links to Free and Low Cost Resources.



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

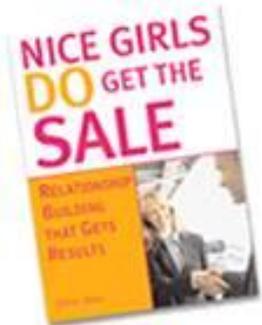
Published by Career Press, HIRED! was written based upon years of community service, teaching job-seekers how to land their desired job. Through story-telling the reader recognizes how to apply the sales techniques to expertly get to hearing HIRED!



[Lemonade Stand Selling](#) by Diane Helbig

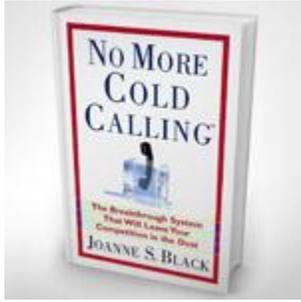
Selling doesn't have to be hard. This straight-forward guide to the sales process is designed to help any salesperson or small business owner master the sales process.

You have to sell to succeed; do it easily and with impact.



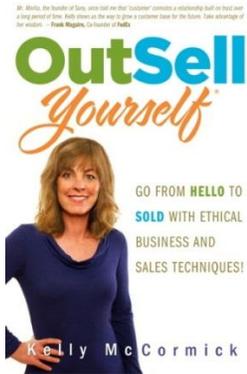
["Nice Girls DO Get the Sale: Relationship Building That Gets Results,"](#) by Elinor Stutz

Featured in TIME Magazine, translated into several languages, and an International best-seller. Through personal story-telling, *Nice Girls* is designed to help the reader climb the sales learning curve more quickly and successfully.



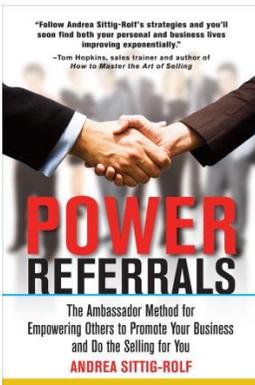
[No More COLD CALLING™: The Breakthrough System That Will Leave Your Competition in the Dust](#) by Joanne S. Black

This one-of-a-kind sales guide shows you how to stop wasting your time calling people who don't want to hear from you and boost your close rate to eighty or ninety percent! Send your commissions soaring, work less, and enjoy it more—all without ever making another cold call.



[OutSell Yourself: Go From Hello to Sold with Ethical Business and Sales Techniques!](#) by Kelly McCormick.

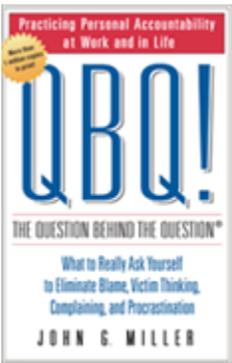
Everything from how to talk about your prices, without feeling nauseated, to having powerful gender specific sales "conversations" with men and with women. Voted a Top 10 Sales Book by Small Business Trends.



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

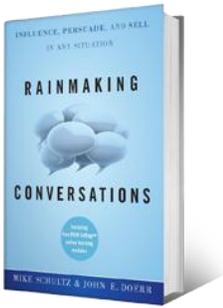
Sales guru Andrea Sittig-Rolf pushes referral marketing to the next level with her proven Ambassador Method. Power Referrals teaches her step-by-step process of winning over and deploying an army of referral-givers that go out and actually do the selling for you—freeing up the time you need to grow your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



[QBQ! The Question Behind the Question®](#) by John G. Miller

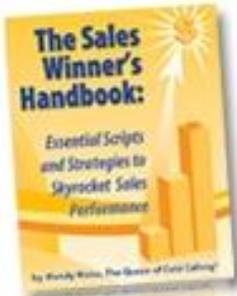
Have you ever heard or asked lousy questions like, "Why don't customers understand we're the best?" "When will they call me back?" "Why don't I get a break?" and "Who's going to help me make this sale?" If so, you have witnessed a lack of personal accountability—and no salesperson can succeed without accountability. When salespeople blame, whine, complain, and procrastinate, they never fulfill their full potential. Outstanding salespeople ask *The Question Behind the Question®*, the QBQ. Learn how to bring more personal accountability to your selling in this fun, meaningful, and quick read called [QBQ!®](#).



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

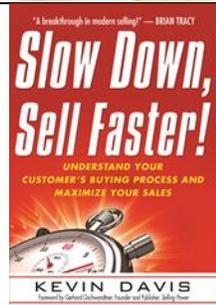
Conversations make or break everything in sales. Yet so many professionals and sales people struggle with generating initial conversations and moving them to the close.

The Wall Street Journal bestseller, Rainmaking Conversations, by Mike Schultz and John Doerr 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.



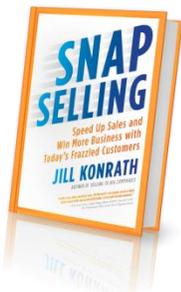
[The Sales Winner's Handbook: Essential Scripts & Strategies to Skyrocket Sales Performance](#) by Wendy Weiss, *The Queen of Cold Calling*™

Insider, business-by-phone secrets to get the appointment, sail through objections, and get the sale... Scripts for what to say in every situation so you get what you ask for.



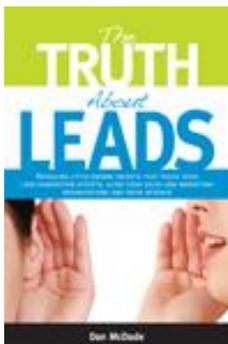
[Slow Down, Sell Faster! : Understand Your Customer's Buying Process & Maximize Your Sales](#) by Kevin Davis

The biggest sales mistake occurs when salespeople who are disconnected from the buying process pitch their solution too quickly. Slow Down, Sell Faster! Provides a clear methodology for aligning consultative selling with the buying cycle. It's a strategy to differentiate your sales force.



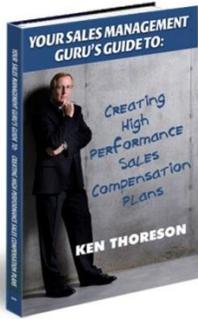
[SNAP Selling](#) by Jill Konrath (#1 sales book on Amazon)

If you're frustrated dealing with today's crazy busy prospects, check out these fresh sales strategies. Also, make sure you download Jill's free Prospecting Tool Kit; it's a goldmine.



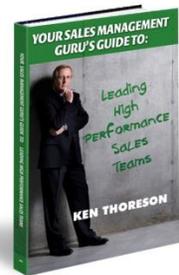
[The Truth About Leads](#) by Dan McDade

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.



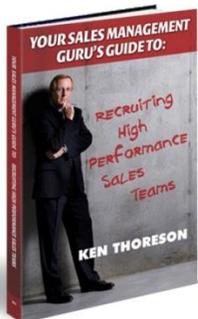
[Your Sales Management Guru's Guide to Building Sales Compensation Plans for High Performance!](#) by Ken Thoreson

Sales compensation is a key ingredient in building a high performance sales team. In 25 years Ken has created designed hundreds of sales compensation plans. The key is aligning the sales compensation plan to the organizations objectives. Ken describes both the strategic and tactical aspects of designing, testing, rolling out and measuring the effectiveness of your sales compensation plans. Ken covers why compensation is a strategic and secrets of creating compensation plans that pay for performance and build a culture of success.



[Your Sales Management Guru's Guide to Leading High Performance Sales 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. While most sales organizations focus on creating a sales process to increase sales performance, they yet fail to develop a recruiting and interviewing process that attracts ensures they Hire the Best, Not the Best Available. This book has been designed to assist you in improving your skills and in building the systems and mentality required to increase the performance of your sales team. It is all about improving your odds.

Ken has 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 and increase their ability to quickly begin to generate revenues.