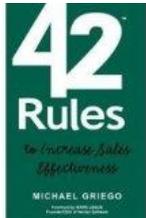


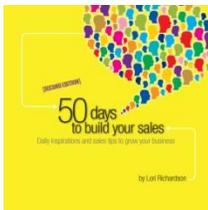
2011 Summer Reading List of All Things Sales

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

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



42 Rules to Increase Sales Effectiveness, by Michael Griego. If you are a professional salesperson, sales manager or director, vice president of sales or marketing, CEO, or anyone supporting selling efforts, this book is for you. If you are a senior executive, consultant, venture capitalist, board member, entrepreneur or aspiring up-and-comer, you should know the updated tools, language and tactics of selling in today's market.

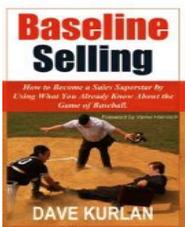


50 Days to Build Your Sales - Book of Tips and Inspirations plus accompanying Workbook, by Lori Richardson. The book is a great gift for someone new in sales, or in a sales slump - to get a daily sales inspiration, then a sales tip to take action. Combine with the workbook, and you have "sales education in a bundle". It makes for a great read because it is simple - even the type is big - and the tips are tried and true to grow revenues.



52 Timely Tips for Sales Professionals and 52 Timely Tips for Sales Managers, by Nancy Bleeke. These eBooks offer practical, results-producing ideas. These tips are proven actions that will drive performance and productivity, leading to increased sales!

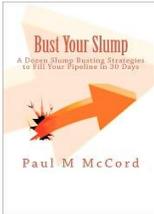
Nancy Bleeke and her team provide a year's worth of sales-maximizing ideas for you to implement as a sales manager or sales professional.



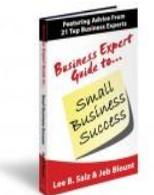
Baseline Selling – How to Become a Sales Superstar by using What You Already Know About the Game of Baseball, by Dave Kurlan. Summer and Baseball! Baseline Selling makes for a great summer read because unlike most sales books, it's enjoyable to read, it's easy to apply and the Baseline Selling sales process is both intuitive and easy to remember.



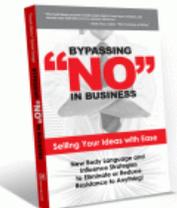
[Building Inside Sales: Framing a Best Practice Group](#), by Trish Bertuzzi. Whether you have an Inside Sales team or are thinking about building one, this ebook will provide you with the framework you need to launch and sustain a successful program.



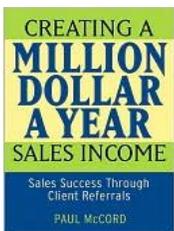
[Bust Your Slump: A Dozen Slump Busting Strategies to Fill Your Pipeline in 30 Days](#), by Paul McCord. Need more business? You'll find a dozen effective, proven strategies to help you generate a large amount of business fast. Whether you sell B2B or B2C, have a fast or long-term sales cycle, sell a commodity or highly sophisticated product, you'll find strategies to meet your market and your sales process. Pick the one or two that fits best and get busy getting your pipeline filled NOW



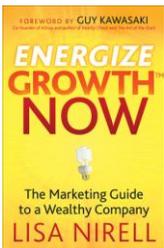
[Business Expert Guide to Business Success, 21 Business Experts Guide You to Profit](#) by Lee B. Salz and Jeb Blount. Build your business right the first time with practical, proven strategies that grow profitable business for the long haul. Be in control of that business rather than it controlling you!



[Bypassing NO in Business](#), New Body language and Influence Strategies to Eliminate or Reduce Resistance to Anything by Harlan Goerger. 31 quick ideas to get you to the beach more often with more green! Get more YES without pushing, lying or negative manipulation of your customers.



[Creating a Million Dollar a Year Sales Income: Sales Success through Client Referrals](#), by Paul McCord. No, the book doesn't promise you that you'll make a million dollars a year, but it presents a high impact process based on the steps used by 4 dozen sellers from various industries to make their million dollar a year plus incomes—and you can turn yourself into a referral-based salesperson just like they did. Hey, you just might make a million bucks too!



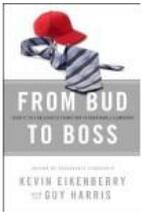
[Energize Growth Now, The Marketing Guide to a Wealthy Company](#), by Lisa Nirell. Growing a sustainable business doesn't have to be draining. Yet in today's crazy-busy B2B marketplace, it can be tempting to pursue risky business.

By applying the contrarian wisdom in Lisa Nirell's newest book, you can combine strategic planning with smart marketing to spur intelligent, long-term growth.

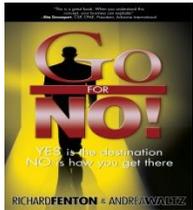
Keep reading....there are many more great sales books on the next pages!

Enjoy this valuable reading list compliments of Nancy Bleeke, Sales Pro Insider, Inc., a sales training expert who helps companies achieve 5-25% sales increases in just 60 days. www.salesproinsider.com

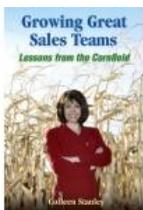
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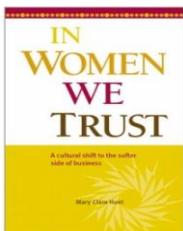
From Bud to Boss: Secrets to a Remarkable Transition to Successful Leadership by Kevin Eikenberry and Guy Harris. From Bud to Boss is an excellent read for anyone who wants to increase their effectiveness as a leader. Whether you have been on the job for years or you are just starting out, this book will offer you practical, applicable advice.



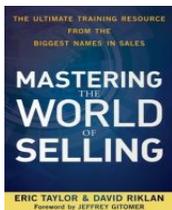
Go for No! Yes is the Destination, No is How You Get There by Richard Fenton & Andrea Waltz. A short, fun easy read about a guy who learns an entirely new way to view success and failure and the "NO's" he encounters in his sales career. Written in fable style, you'll get plenty of entertainment and sales lessons along with your tan!



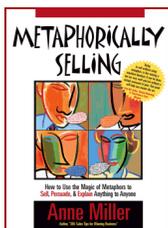
Growing Great Sales Teams: Lessons from the Cornfield, by Colleen Stanley. Finally, a sales management book that has real world application. This is a must read for any sales manager that is committed to building a sales culture of excellence, integrity and results.



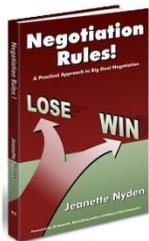
In Women We Trust, by Mary Clare Hunt. In Women We Trust cuts to the bullet-points of how women engage with each other and what business can do to have the same engagement levels. While primarily a workbook for the B2C crowd, its 90 trust points can help any sales team internalize the female culture and learn how to work with women as peers first, not targets. Time to read -- one day at the beach, or 2 airport layovers.



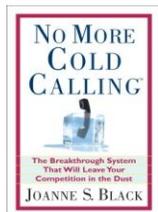
Mastering the World of Selling – The Ultimate Resource From The Biggest Names in Sales, by Eric Taylor. No other resource gives you such depth AND breadth on so many sales-related topics, from so many experts – literally everything you need to know to become a Master of Selling and take your sales to a level you could only ever dream of before now.



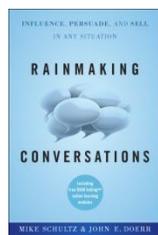
Metaphorically Selling, by Anne Miller. No other resource gives you such depth AND breadth on so many sales-related topics, from so many experts – literally everything you need to know to become a Master of Selling and take your sales to a level you could only ever dream of before now.



Negotiation Rules by Jeanette Nyden. Negotiation Rules offers relevant, practical and easy to implement strategies and techniques for negotiating big deals. This book is a must have for all sales people who negotiate (and Re-negotiate) contract with large customers.



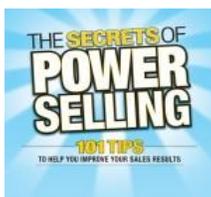
No More Cold Calling™: The Breakthrough System That Will Leave Your Competition in the Dust, by Joanne S. Black. Why read? Get the meeting at the level that counts and convert more than 50 percent of your contacts into clients. Learn the referral-sales process that seals the deal every time.



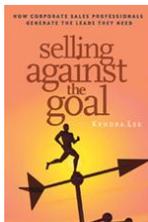
Rainmaking Conversations: Influence, Persuade, and Sell in any Situation by John Doerr and Mike Schultz. Summer is a great time to catch up on your reading and sharpen your selling skills and there's no better book to help you do that than the Wall Street Journal bestseller, Rainmaking Conversations. In this book, Mike Schultz and John Doerr provide 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 in 2011 and beyond.



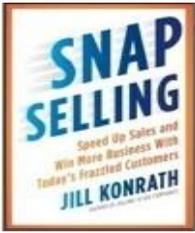
Sales 2.0, by Anneke Seley and Brent Holway. This summer, while you're body's relaxing; take your mind on an adventure into the changing world of sales, with authors Anneke Seley and Brent Holloway. Ride along as they demystify the world of Sales 2.0 - a better way of selling for today's savvy buyers and sellers – and showcase four industry-leading companies who are using these practices to great success and profit!



Secrets of Power Selling by Kelley Robertson. A good summer read, because each two-to-four page chapter offers a different piece of sales advice, technique or strategy. Categorized alphabetically, it is a great reference book and its short chapters make it easy to pick up and review in-between sales calls. You can read one or two chapters, go for swim, read another few chapters, enjoy a BBQ, etc.



Selling Against the Goal by Kendra Lee. The consummate guide for sales reps who are told to generate leads and close sales but little direction, this resource lays out a strategy to reach untapped leads and the tactics to surpass sales goals. The step-by-step process is packed with tangible tips and real-time examples for achieving greater results.



SNAP Selling by Jill Konrath. If you're frustrated dealing with today's crazy busy prospects who never answer the phone, stay with a status quo they don't like and take forever to make decisions, and then check out this book. Tons of ideas and fresh strategies for dealing with frazzled prospects. #1 sales book on Amazon.



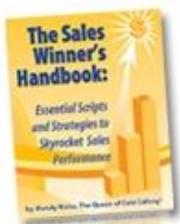
The Selling Gap, Selling Strategies for the 21st Century by Harlan Goerger. Gain more beach time in less time with new ideas on how people buy in today's market. It's not about product; it's about decisions and facilitating those decisions.



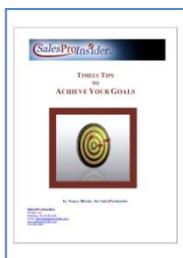
Selling to Big Companies by Jill Konrath. Want to land bigger accounts as your customers? Then check out this book. It gives you a step-by-step guide on how to what you need to do to get your foot in the door. Fortune selected it as one of 8 must reads for salespeople - and it deserves the award. Top 20 on Amazon since 2006.



SHIFT! Harness the Trigger Events that TURN PROSPECTS INTO CUSTOMERS by Craig Elias. When you get to highly motivated decision makers at EXACTLY the **right time the sale almost happens by itself. By luck or sheer numbers you've had** timing happen before, this book will show you how to make it happen again, and again, and again.



The Sales Winner's Handbook: Essential Scripts & Strategies to Skyrocket Sales Performance, by Wendy Weiss. Insiders, 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.



And a FREE eBook from Nancy Bleeker!

Timely Tips to Achieve Your Goals, by Nancy Bleeker. Following the goal process and using the 'tool' in this FREE eBook (Your payment? Just register for the newsletter) will allow you to increase the probability of achieving your goals as you write your goals clearly, set specific targets and then use the 4Rs to hit the bulls-eye.

Enjoy this valuable reading list compliments of Nancy Bleeker, Sales Pro Insider, Inc., a sales training expert who helps companies achieve 5-25% sales increases in just 60 days. www.salesproinsider.com

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