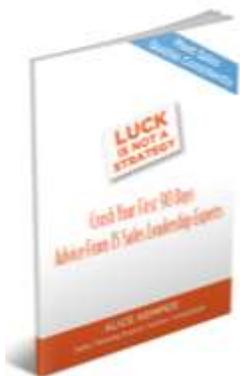


2015 Summer Reading List of All Things Sales

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 2015!

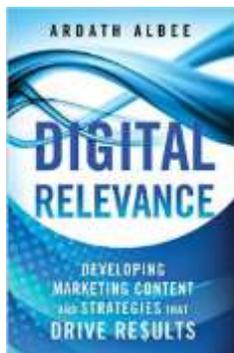


[Crush Your First 90 Days – Advice From 15 Sales Leadership Experts](#)
by Alice Kemper

Things change when you get a promotion, land a new position at a different company, take on dual roles due to downsizing or a temporary vacancy - and luck is not a strategy.

Regardless of the situation, what you do in the first 90 days is critical to you and your team's success.

15 Sales Leadership Experts Offer Their Advice – the Critical Success Strategies for getting up to speed fast and motivating a team to sell more day-in and day-out. Crush your first 90 days!



[Digital Relevance: Developing Marketing Content and Strategies that Drive Results](#)

by Ardath Albee

Marketers of complex sales need to look beyond the outdated campaign approach of one-off, unrelated buyer interactions. Learn clear-cut strategies for developing customer-obsessed communications, identifying the distinct value that differentiates your company, and making the shift from one-off communications to a continuum approach. In Digital Relevance, Albee provides the techniques and advice marketers need to match content to context and respond to constantly shifting markets.



[Expert Insights](#)

by Diane Helbig

Business tips and ideas from some of the world's leading experts. The concepts in this book are directly from the most listened to episodes of Accelerate Your Business Growth radio show on BlogTalkRadio.com



[How to Get Started with Sales Coaching](#)

by Jon Birdsong

The success or failure of every sales manager rides on how well his or her sales reps sell.

Are your reps firing on all cylinders or consistently missing their numbers?

Sales experts agree that coaching has the power to move the needle, but few frontline sales managers know how to get started with sales coaching.

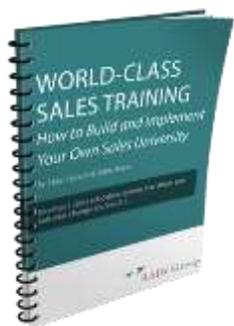
Many have asked "What's the best way to coach?" This eBook helps you get started by drawing from veteran sales experts.



[Simple Plan for a Value Proposition That Sells](#)

by Lisa Dennis

Does your value proposition attract enough of the right prospects? You know, ones that are ready to buy because they really "get you" and know you are the one who can really deliver what they want. Learn how to translate your value proposition into customer-focused language that turns prospects into buyers.



[World-Class Sales Training: How to Build and Implement Your Own Sales University](#)

by Mike Schultz and John E. Doerr

Too often, sales training is approached as a discrete event instead of an ongoing process to improve skills and knowledge.

That's why the most successful organizations develop their own sales universities, resulting in increased win rates, faster ramp-up times, and better performance across their teams.

In this white paper, you'll learn 5 steps to building and implementing your own sales university and how to drive real behavior change with your training.

All Star Book Resources



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

by Lisa Magnuson

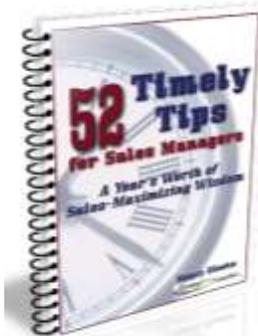
If you have existing customers that you can't afford to lose, then this eBook is for you. You will learn the necessary fundamentals to retaining your largest clients. The book also reveals the secrets to growing those top line accounts over time.



[360 Degrees of the Customer: Strategies & Tactics for Marketing, Sales and Service](#)

by Lisa Dennis, Chuck Dennis and Lori Richardson

Marketing, Sales and Customer Service are three disciplines that all overlap at the same point; the customer. All customer touch points should be integrated with each other, a theory that makes perfect sense in the abstract, but really hard to execute in reality. This book presents some common sense strategies and tactics to help your business keep the customer promise.



[52 Timely Tips for Sales Managers](#)

by Nancy Bleeke

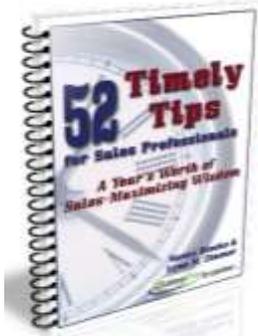
Practical, results-producing ideas. Nancy shares a year's worth of sales-maximizing ideas for you to implement as a sales manager.

Are You Ready to Increase Your Sales by 15-25%? These proven actions will drive performance and productivity, leading to increased sales!

A Sample Tip from 52 Timely Tips for Sales Managers

#24 Set expectations.

Define the height of the "bar" and communicate the expectations. Don't let the "Law of Limited Performance", as author Ron Willingham calls it, minimize capabilities. The Law states that "Salespeople will soon discover the level of performance their manager expects and perform to that level. Managers then believe that is all the salesperson is capable of producing and quit challenging them to do more. Both reinforce what the other believes." How much productivity is left untapped by people obeying this "law"? Review how this law might be in effect within your team and then realistically raise your belief, expectations and the "bar".



[52 Timely Tips for Sales Professionals](#)

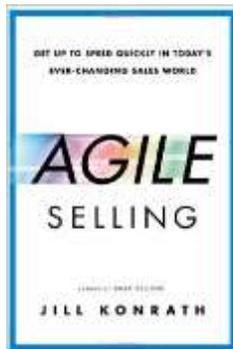
by Nancy Bleeke and Lynn Zimmer

Bleeke and Zimmer have been on the frontline of sales for a combined total of more than 45 years. In this book, they share short and actionable tips that provide you with specific ways to increase your sales today and tomorrow.

Sample tip from 52 Timely Tips for Sales Professionals:

#9 Break Performance Paradigms!

A paradigm is a boundary or barrier. Each person has a belief boundary about his or her own possible level of performance. Stretch your boundary by finding successes outside your current boundary level. Once stretched, like a rubber band, the performance will never go back to where it once was. The new performance paradigm will lead to higher performance results!



[AGILE SELLING](#)

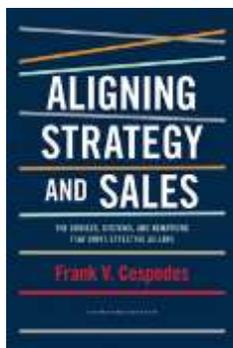
by Jill Konrath

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.



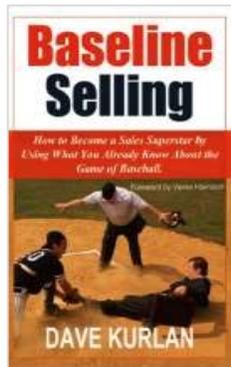
[Aligning Strategy and Sales: The Choices, Systems, and Behaviors that Drive Effective Selling](#)

by Frank V. Cespedes

That gap between your company's sales efforts and strategy? It's real-- and a huge vulnerability. Addressing that gap is the focus of this new book from HBS Professor Frank Cespedes.

Named "the best sales book of the year" by Strategy + Business magazine - Aligning Strategy and Sales offers a road map to articulate strategy in ways that people in the field can understand and that will fuel the behaviors required for profitable growth.

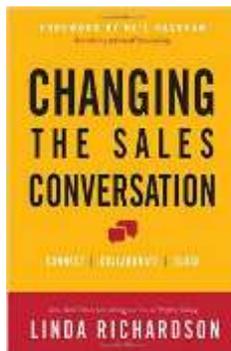
With thoughtful, clear, and engaging examples, Cespedes provides a framework for diagnosing and managing the core levers available for effective selling in any organization.



[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 an easier way to differentiate yourself, your offerings and your company, while learning the new way to sell, Baseline Selling will deliver. Complete with tactics, strategies, scripts, and examples, this memorable and entertaining book will be easy to apply and one of the best sales/summer reads ever.

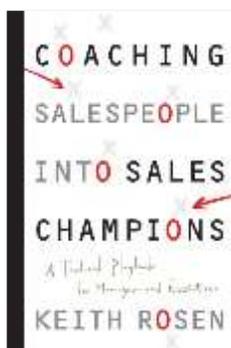


[Changing the Sales Conversation](#)

by Linda Richardson

Today you face a new buyer. Buyers are focused on business outcomes and proof of value. They turn to peers and social networks to self-educate before turning to salespeople. To engage them you must demonstrate that you know their world and that you are prepared with insights and ideas to add to what they already know. Richardson gives you five clear strategies and a set of tools to help you succeed in this challenging world of sales. You will learn:

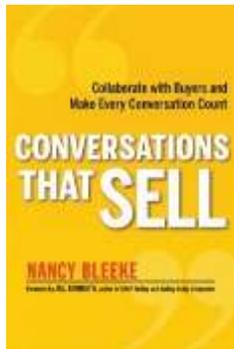
- Futuring to prepare for and anticipate customer needs by building your industry, company and customer expertise
- Heat-mapping to use insight-led questions to raise the visibility of customers' priority business challenges to focus and engage them
- Value-tracking to connect your solutions to business outcomes and proof of value
- Phasing to use sales process to align with your customer's buying journey, self-coach, and forecast more accurately to close deals
- Linking to build heart and trust into your sales conversations



[Coaching Salespeople Into Sales Champions](#)

by Keith Rosen

The #1 Sales Coaching and Management book on Amazon 5 years in a row. When managers effectively coach their people around best practices 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.

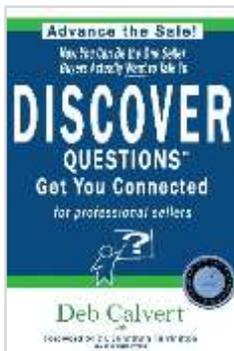


[Conversations That Sell](#)

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.

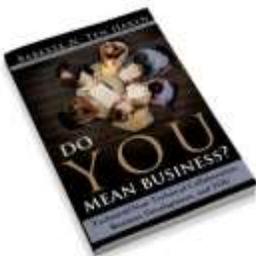
Conversations That Sell introduces sales professionals to the collaborative conversation skills they need to capture the buyer's attention and secure business. Outlined and supported with examples are the key conversation "Skill and Will" factors that drive results. It's an easy read with many tips and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



[DISCOVER Questions® Get You Connected](#)

by Deb Calvert

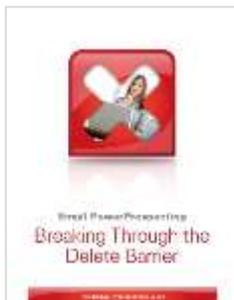
You can't advance the sale unless you can do these three things for buyers: build trust, create value and collaboratively design highly personalized solutions. This book teaches you how to do all three simultaneously! Using DISCOVER Questions®, you will become the ONE seller that buyers actually WANT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



[Do YOU Mean Business?](#)

by Babette N. Ten Haken

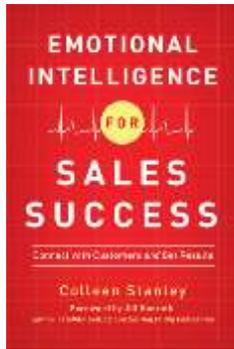
The book is a deep dive Playbook into what it takes to become a complete Business Person of Worth in today's competitive sales environment. If you are leaving dollars on the table because you are avoiding selling to technical decision makers, this is a must-read. Includes Bonus Collaboration Tools at the end of each chapter.



[Email Power Prospecting: Breaking Through the Delete Barrier](#)

by Kendra Lee

In these 25+ pages, readers will be given the right tools and knowledge necessary to compose solid emails that will break through the delete barrier and achieve real results with prospects. Learn how to target the right contact, perfect your message, write mind-catching emails, follow-up once you've started communication, and much more. People who have downloaded and used this ebook have seen up to 62% email response rates and same day replies. The secrets to powering through your email prospecting problems begin on page 1!



[Emotional Intelligence For Sales Success](#)

by Colleen Stanley

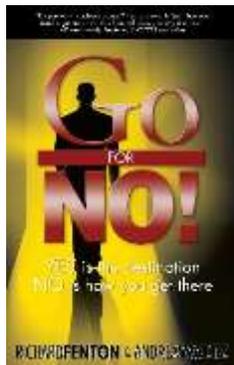
Are emotions running your sales meetings rather than effective sales, influence and communication skills? Learn how to leverage the power of emotional intelligence to close more business at the right margins.



[Getting to We: Negotiating Agreements for Highly Collaborative Relationships](#)

by Jeanette Nyden, Kate Vitasek and David Frydlinger

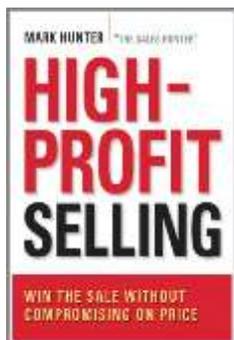
Customer-supplier relationships are global, complex and interdependent. The skills you used to negotiate yesterday's contracts simply will not work to negotiate tomorrow's deal. Getting to We will give you the tools you need to negotiate successful strategic partnerships.



[Go for No! Yes is the Destination, No is How You Get There](#)

by Richard Fenton and Andrea Waltz

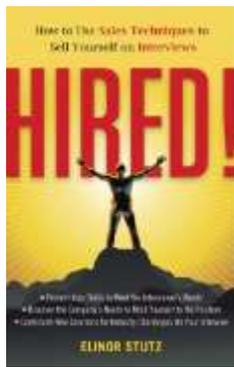
A timeless fable for anyone who finds the rejections they encounter in their sales career a challenge. With plenty of books on 'getting to yes' this short easy read about how to harness the power of 'no' can change the way you think, sell, and live.



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

by Mark Hunter

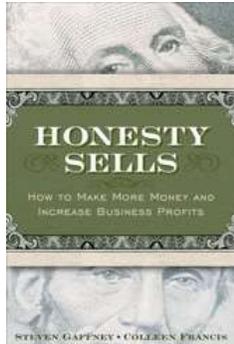
Too many salespeople resort to discounting every time they want to close a sale. There is a better way! In this book, discover the specific techniques to build value, maximize price and protect profits.



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

by Elinor Stutz

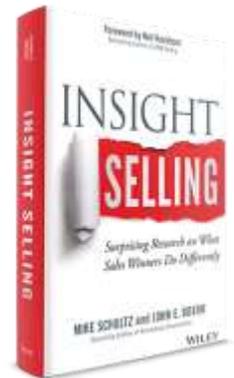
Years of community service teaching job seekers how to sell themselves and their success stories after the fact, motivated the writing of this book. Interviewing parallels the process of making a sale; used correctly, job seekers more quickly hear, HIRED!



[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 the perfect straight-talking guide to sales success.



[Insight Selling: Surprising Research on What Sales Winners Do Differently](#)

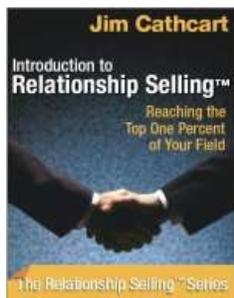
by Mike Schultz and John E. Doerr

Research from a variety of sources, including RAIN Group, has confirmed a simple fact: Buyers buy from sellers who are sources of ideas.

So now everyone's trying to do it.

But the cold reality is that most sellers don't bring new and valuable ideas to the table. In fact, only 39% of executives say that meetings with salespeople are valuable and live up to expectations.

In Insight Selling, bestselling authors Mike Schultz and John Doerr share what you need to do to provide real value to buyers, strengthen relationships, and win more sales.

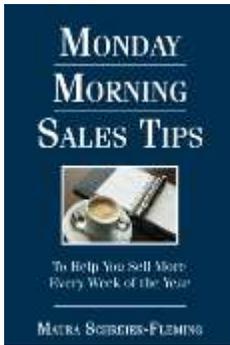


[Introduction to Relationship Selling](#)

by Jim Cathcart

Relationship Selling is more than mindset or being nice to people. It is a proven system for managing communications and connections as assets. Learn the fundamentals of each of the 8 competencies essential to Relationship Selling, from the original author of the concept Jim Cathcart, CSP, CPAE.

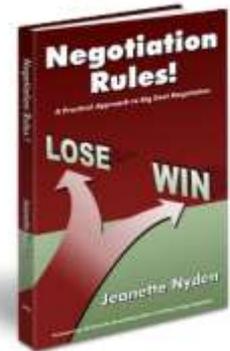
This international bestseller has been translated worldwide and this ebook is your easiest route to understanding and mastering this skill-set.



[Monday Morning Sales Tips](#)

by Maura Schreier-Fleming

Staying motivated with new ideas to sell is so important today. Monday Morning Sales Tips gives you ideas that you can discuss in sales meetings and apply in your selling. You will shorten your sales cycle and sell more by applying these simple ideas to your selling.



[Negotiation Rules! A Practical Approach to Big Deal Negotiations](#)

by Jeanette Nyden

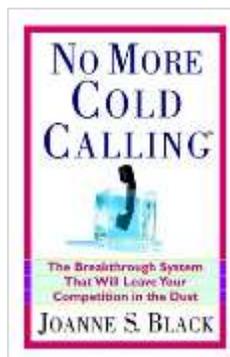
Do you know the rules to negotiate complex deals? Big deal negotiators know the rules. Learn the rules, master the game and get the deal you want, not the deal the other side wants you to have.



[Nice Girls DO Get the Sale: Relationship Building That Gets Results](#)

by Elinor Stutz

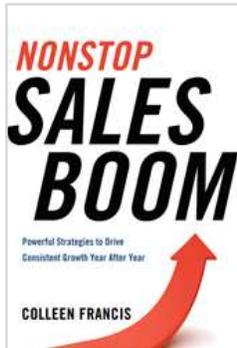
The book provides a step-by-step accounting of how a novice saleswoman enlisted her clientele to teach her how to sell well. Stories are described as laugh-out-loud funny. Relationship building will always deliver the results you want.



[NO MORE COLD CALLING: The Breakthrough System That Will Leave Your Competition in the Dust](#)

by Joanne S. Black

Tired of dialing for dollars? Joanne's referral selling guide shows you how to boost your close rate to 80 or 90 percent, send your commissions soaring, work less, and attract the customers you actually want to serve—all without ever making another cold call. NO MORE COLD CALLING™ provides referral selling scripts, network building techniques, a step-by-step guide to implementing Joanne's proven referral process, and a host of helpful insights to increase any sales force's productivity.



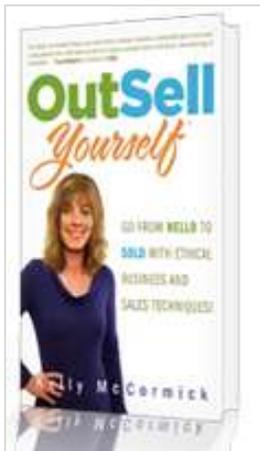
[Nonstop Sales Boom](#)

by Colleen Francis

Put an end to boom and bust sales cycles - once and for all!

Nonstop Sales Boom reveals powerful strategies to drive consistent sales growth quarter after quarter, year after year.

Do your company's sales results lurch between highs and lows – with the end of each quarter reduced to a mad scramble to meet quota? For many sales organizations, the pattern is commonplace and unshakeable. Nonstop Sales Boom explains how to break this unhealthy cycle and achieve strong, steady results - every quarter, from every member of the team.



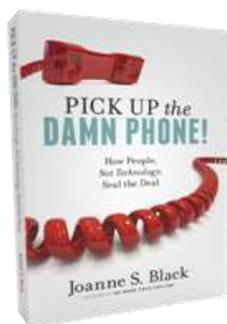
[OutSell Yourself](#)

by Kelly McCormick

In *OutSell Yourself*, business expert Kelly McCormick shows you how to take the sleaze out of selling. Kelly shares her techniques to personalize the sales process when speaking to individuals and companies. This includes the best open-ended questions to ask to find out what your customer really needs. Plus the important changes to make when selling to men and to women.

Kelly also shares her methods to find out the real budget and discuss your prices and fees without feeling nauseated. The book also contains examples of how to put together winning proposals and quotes, get powerful testimonials and referrals...and lots more.

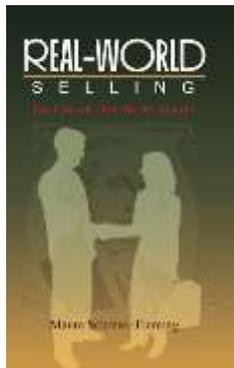
OutSell Yourself is recognized as a TOP TEN BOOK by Small Business Trends.



[Pick Up the Damn Phone!: How People, Not Technology, Seal the Deal](#)

by Joanne S. Black

Success is Sales 2.0 is about the marriage of the old (relationships and referrals) with the new (technology). Each of these has its place in sales. The trick is leveraging the invaluable sales intelligence that new technologies provide—and knowing when it's time to put away the toys and have a grown-up, face-to-face conversation. In PICK UP THE DAMN PHONE!, you'll learn how to strike the right balance and build relationships that drive sales success.



[Real-World Selling for Out-of-This -World Results](#)

by Maura Schreier-Fleming

As one reader says, "Your concise and pragmatic book covers all the necessary considerations to be successful in sales." Real-World Selling is filled with practical ideas on sales strategy, sales process and sales skills that will produce immediate improvements in your selling.



[Sales 2.0: Improve Business Results Using Innovative Sales Practices and Technology](#)

by Anneke Seley and Brent Holloway

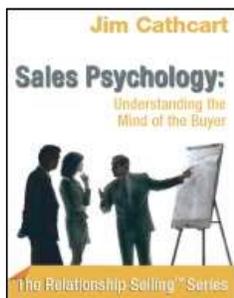
Anneke Seley and Brent Holloway wrote "Sales 2.0" in 2008, when companies were just starting to recognize that technology, combined with online customer engagement, was imperative for sales success. The book's stories and themes – particularly how inside sales teams can drive new thinking and transform businesses and how to get started with Sales 2.0 – are as relevant today as they were when the book was written.



[The Sales Magnet](#)

by Kendra Lee

The Sales Magnet takes your lead generation and prospecting goals to the next level with its three-pronged approach to successful lead generation and prospecting campaigns. By using personal, digital, and collaborative prospect attraction strategies, the reader will be able to personalize their unique campaign approach using the activities and methods most comfortable to them, and best suited to their target market. Stop trying to squeeze yourself into someone else's box. Use Kendra Lee's personal attraction trifecta to make prospects come to you - in your own way.



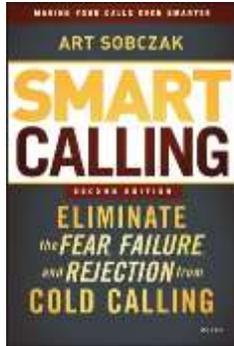
[Sales Psychology](#)

by Jim Cathcart

Understanding the mind of your buyer makes selling so much easier. You can learn to identify the many subtle ways in which customers will show you how to sell to them.

Once you understand these unique aspects of sales psychology you will be able to speak in terms that customers will find appealing, see what aspects of your offer will appeal to them most, and know how to get them to enthusiastically say "Yes, I'll Take It!"

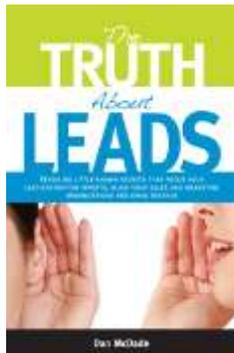
Based on both Relationship Selling and The Acorn Principle, Jim Cathcart's top international best sellers.



[Smart Calling: Eliminate the Fear, Failure, and Rejection from Cold Calling](#) (second edition)

By Art Sobczak

While telephone prospecting is one of the fastest and most profitable ways to initiate a new sales contact and build business; it's also one of the most dreaded-for the salesperson and the recipient. Smart Calling has the solution: Art Sobczak's proven, never-experience-rejection-again system. Now in an updated 2nd Edition, it offers even smarter tips and techniques for prospecting new business while minimizing fear and rejection.



[The Truth About Leads](#)

by Dan McDade

What's the secret to developing a successful lead generation program? The Truth About Leads, by Dan McDade sheds light on the problems involving current trends in lead qualification and prospect development. True to his own classic down-to-earth style, Dan offers practical and actionable solutions that will help take your company to a new level this year!