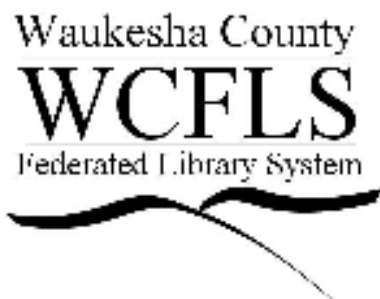


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## Sales Club Recommended Reading

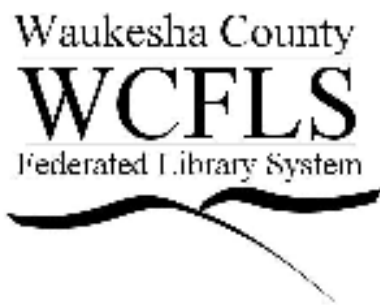
- **Sales**
  - *The 7 Triggers to Yes* by Russell Granger. McGraw-Hill, c2008
  - *The Accidental Salesperson* by Chris Lytle. ANACOM, 2000
  - *Blink* by Malcolm Gladwell. Little, Brown, 2005
  - *Discover Your Sales Strengths* by Benson Smith & Tony Rutigliano
  - *How to Work a Room* by Susan RoAne. HarperResource, 2000
  - *Let's Get Real, or Let's Not Play* by Mahan Khalsa. Portfolio, 2008
  - *Little Red Book of Selling* by Jeffrey H. Gitomer. Bard Press, 2004
  - *The New Positioning* by Jack Trout. McGraw-Hill, 1996
  - *The Psychology of Selling* by Brian Tracy
  - *Selling to Zebras* by Jeffrey A. Koser. Greenleaf Book Group Press, c2009
  - *SPIN Selling* by Neil Rackham. McGraw-Hill, 1988
  - *The Tipping Point* by Malcolm Gladwell. Little, Brown, c2000
  - *The Ultimate Sales Machine* by Chet Holmes. Fireside, 1995
  - *Zig Ziglar's Secrets of Closing the Sale* by Zig Ziglar
- **Leadership**
  - *The 5 Dysfunctions of a Team* by Patrick Lencioni. Jossey-Bass, c2002
  - *The 21 Indispensable Qualities of a Leader* by John C. Maxwell. Thomas Nelson, 1999
  - *The 21 Irrefutable Laws of Leadership* by John C. Maxwell. Thomas Nelson, c1998
  - *The 360 Degree Leader* by John C. Maxwell. Nelson Business, c2005
  - *The Anatomy of Peace / The Arbinger Institute*. Berrett-Koehler, c2006
  - *First Break All The Rules* by Marcus Buckingham. Simon & Schuster, c1999
  - *Good to Great* by Jim Collins. Harper Business, 2001
  - *Now Discover Your Strengths* by Marcus Buckingham. Free Press, c2001
  - *Leadership and Self Deception / The Arbinger Institute*. Berrett-Koehler, c2000
  - *Silos, Politics and Turf Wars* by Patrick Lencioni. Jossey-Bass, 2000
- **Customer Relations**
  - *Achieve sales excellence: the 7 customer rules for becoming the new sales professional*. Stevens, Howard. Avon, MA: Platinum Press, c2007
  - *Don't just relate – advocate!: a blueprint for profit in the era of customer power*. Urban, Glen L. Upper Saddle River, NJ: Wharton School Pub., c2005
  - *Customer obsession: how to acquire, retain, and grow customers in the new age of relationship marketing*. Azevedo, Abaete de. NY: McGraw-Hill, 2008
  - *How to talk to customers: create a great impression every time with MAGIC*. Berenbaum, Diane. San Francisco: Jossey-Bass, c2007
  - *Stop acting like a seller and start thinking like a buyer: improve sales effectiveness by helping customers buy*. Acuff, Jerry. Hoboken, NJ: John Wiley, c2007
  - *Questions that sell: the powerful process for discovering what your customer really wants*. Cherry, Paul. New York: AMACOM, c2006
  - *We are smarter than me: how to unleash the power of crowds in your business*. Libert, Barry. Upper Saddle River, NJ: Wharton School Pub., c2008



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- **Referrals & networking**
  - *Dig Your Well before You're Thirsty* by Harvey Mackay
  - *How to Work a Room* by Susan RoAne
  - *Jeffrey Gitomer's The Little Red Book of Selling* by Jeffrey Gitomer
  - *Love is the Killer App* by Tim Sanders
  - *Networking with Millionaires* by Thomas J. Stanley
  - *Never Eat Alone* by Keith Ferrazzi
  - *Referral of a Lifetime* by Tim Templeton
- **Success & Leadership**
  - *The 7 Habits of Highly Effective People* by Stephen Covey
  - *Awaken the Giant Within* by Anthony Robbins
  - *Change Your Thinking, Change Your Life* by Brian Tracy
  - *How to Win Friends and Influence People* by Dale Carnegie
  - *The Essential Wooden* by John Wooden
  - *The Greatest Salesman in the World* by Og Mandino
  - *How to Win Friends and Influence People* by Dale Carnegie
  - *Maximum Achievement* by Brian Tracy
  - *Screw It, Let's Do It* by Richard Branson
  - *The Success Principles* by Jack Canfield
  - *Think and Grow Rich* by Napoleon Hill
- **Marketing**
  - *Selling the Invisible* by Harry Beckwith
  - *Permission Marketing* by Seth Godin
  - *Naked Marketing* by Rob Grede
  - *5 Kick-Ass Strategies Every Business Needs: To Explode Sales, Stun the Competition, Wow Customers and Achieve Exponential Growth* by Rob Grede
- **Millionaires**
  - *The Middle Class Millionaire* by Russ Alan Price & Lewis Schiff
  - *The Millionaire Mind* by Thomas J. Stanley
- **Negotiating & persuasion**
  - *Starting with No* by Jim Camp
  - *Words that Work* by Frank Luntz
- **Other books mentioned...**
  - *The 4 Hour Workweek* by Tim Ferriss
  - *The Art of the Start* by Guy Kawasaki. Portfolio, 2004
  - *The Essential Drucker* by Peter F. Drucker. HarperBusiness, c2001
  - *Feel the Fear and Do It Anyway* by Susan Jeffers
  - *The Goal: a process of ongoing improvement* by Eliyahu M. Goldratt. North River Press, c1989
  - *It's Not About the Bike* by Lance Armstrong
  - *Microtrends* by Mark Penn
  - *Raving Fans* by Ken Blanchard & Sheldon Bowles

Big Bend Brookfield Butler Delafield Eagle Elm Grove Hartland Menomonee Falls Mukwonago  
Muskego New Berlin North Lake Oconomowoc Pewaukee Sussex/Lisbon Waukesha



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- *The Tipping Point* by Malcolm Gladwell
- **Memory (Mnemonics)**
  - *Ageless memory: simple secrets for keeping your brain young* by Harry Lorayne. Black Dog & Leventhal Publishers, 2007.
  - *Brainfit: 10 minutes a day for a sharper mind and memory* by Corinne L. Gediman. Rutledge Hill Press, 2005.
  - *The Harvard Medical School guide to achieving optimal memory* by Aaron P. Nelson. McGraw-Hill, 2005.
  - *I before E (except after C): old-school ways to remember stuff* by Judy Parkinson. Reader's Digest Association, 2008.
  - *Improve your memory* by Ronald W. Fry. Thomson Delmar Learning, 2005.
  - *Improving your memory* by Janet Fogler. John Hopkins Univ. Press, 2003.
  - *Improving your memory* by David Thomas. DK Pub., 2003.
  - *Maximize your memory: techniques and exercises for remembering* by Jonathan Hancock. Reader's Digest Assoc., 2000.
  - *Memory: a self-teaching guide* by Carol Turkington. Wiley, 2003.
  - *The memory doctor: fun, simple techniques to improve memory...* by Douglas J. Mason. New Harbinger Pub., 2005.
  - *Memory power* by Scott Hagwood. Free Press, 2006.
  - *Remember every name every time* by Benjamin Levy. Fireside, 2002.
  - *A sheep falls out of the tree: how anyone can develop a fantastic memory* by Christiane Stenger. Cyan, 2005.
  - *Thirty days has September: cool ways to remember stuff* by Chris Stevens. Scholastic, 2008.

Can't find what you are looking for? Do you have questions? Do you want to find out more on these different topics? **Contact your local public library.**