

Sales Club Recommended Reading, available through the Waukesha County Federated Library System

- **Sales**

- *The 7 Triggers to Yes* by Russell Granger. McGraw-Hill, c2008
- *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
- *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
- **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
 - *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
 - *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
- **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
- *The Tipping Point* by Malcolm Gladwell

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.**