



Great Books on Business-to-Business Sales

Learning to sell professionally in the business-to-business world takes real world practice. While reading these books will make you aware of **what to do** to be successful, the real secret to success is in know **how to do it professionally and skillfully**.

- Getting to Yes Roger Fisher, William Ury, Penquin 1991
- Brain \$ Sell, Tony Buzan & Richard Israel, McGraw Hill 1997
- Conceptual Selling Robert Miller, Stephen Heiman, Harper Business 1989
- Crossing The Chasm, Geoffrey Moore, Harper Business 1991
- Integrity Selling Ron Willingham Double Day 1992
- Sales Effectiveness Training Carl D. Zaiss, Thomas Gordon, Penguin 1993
- Spin Selling Neil Rackham, McGraw Hill 1996
- Stop Telling Start Selling, Linda Richardson, McGraw Hill 1997
- Strategic Selling Robert Miller, Stephen Heiman, Warner Books 1991
- You're Working Too Hard to Make the Sale, Bill Brooks, Tom Travisano Irwin 1995
- First Time Sales Manager, Theodore Tyssen, Self-counsel Bus 1994
- The Trusted Advisor, David H. Maister, Touchstone 2001
- Managing the Professional Service Firm, Touchstone 1998
- Successful Selling with NLP, Joseph O'Connor, Thorson's 1995

You can fast track and enhance your interpersonal influencing skills working with a seasoned coach that knows your industry, your buyers and their applications.

Call today for a no-obligation chat. 403-560-3108