

## QuickTips

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One of the ways that we can continue to learn and develop our selling skills is through reading key books on the subject.

In July 2006 ProAct asked over 200 Sales Managers from Information Services companies, what books should be essential reading for any sales professional.

The results were wide-ranging and obviously varied by the type of selling that was involved. There was very little difference between geographies, with respondents from around the globe.

12 books received substantially more nominations than others and are listed below in order of popularity.

### The Top 12

*In order of popularity*

1	The Art of War	Sun Tzu
2	Conceptual Selling	Miller & Heiman
3	The 7 Habits of Highly Effective People	Covey
4	Hope is not a Strategy	Page
5	From Good to Great	Collins
6	Getting to Yes	Fisher & Ury
7	Major Account Sales Strategy	Rackham
8	Crossing the Chasm	Moore
9	Consultative Selling	Hanan
10	Power Base Selling	Holden
11	How I Raised Myself from Failure to Success in Selling	Bettger
12	Goals	Tracy

A wide range of other books was raised in the survey, and is listed below in alphabetic order. We would encourage all sales people to discuss a reading list with their sales managers to get their experience and input. As practising professionals we should be in the habit of reading a new book on a regular basis and sharing thoughts and ideas with our team colleagues.

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*QuickTips are produced by ProAct Business Development as an additional tool for existing clients. The QuickTips address only very limited topics, and need to be read against the context of our overall approach. Further QuickTips are available from the Client Resources section of our website, where we are constantly adding more materials to support you in your continuing development.*

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## Other Recommended books

In alphabetic order

• 13 Fatal Errors Managers Make and How You Can Avoid Them	Brown
• Beyond Selling Value	Shonka
• Blue Ocean Strategy	Kim
• Changing the Game: The New Way to Sell	Wilson
• Credibility	Kouzes & Posner
• Customer Centric Selling	Bosworth & Holland
• Execution	Bossidy & Charan
• Finance for the Non-financial Manager	Harrison
• From Worst to First	Bethune
• Getting to VITO	Parinello
• Guerrilla Marketing	Levinson
• Gung Ho!	Blanchard & Bowles
• High Five, The Magic of Working Together	Blanchard & Bowles
• How to be brilliant	Heppell
• How to Become a Rainmaker	Fox
• How to Grow when Markets Don't	Slywotzky & Wise
• How to Win Friends and Influence People	Carnegie
• I'm OK, You're OK	Harris
• Influence	Cialdini
• Jack	Welch
• Lincoln on Leadership	Phillips
• Mastering the Art of Creative Collaboration	Hargrove & Hahn
• Negotiate to Win	Thomas
• On War	Clausewitz
• Raving Fans	Blanchard & Bowles
• Rethinking the sales force	Rackham & De Vincentis
• Samurai Selling	Laughlin
• Secrets of Question Based Selling	Freese

• See You At The Top	Ziglar
• Seeing Tomorrow	Dembo & Freemar
• Selling the Invisible	Beckwith
• Selling to VITO	Parinello
• Smooth Selling	Stutz
• Solution Selling	Bosworth
• SPIN® Selling	Rackham
• Successful Large Account Management	Miller & Heiman
• Sun Tzu for Success	Michaelson
• The 8th Habit - from Effectiveness to Greatness	Covey
• The Art of War for Managers	Michaelson
• The Cat in the Hat	Dr. Seuss
• The Goal	Goldran
• The Inner Game of Work	Galway
• The Innovator's Dilemma	Christensen
• The New Solution Selling	Eades
• The new Strategic Selling	Miller et al
• The One Minute Manager	Blanchard & Spencer
• The Power of Focus	Canfield et al
• The Prince	Machievelli
• The Psychology of Persuasion	Hogan
• The Rules of Life	Templar
• The Sales Compensation Handbook	Towers Perrin
• The Sales Bible	Gitmer
• The Selling Fox	Holden
• The Tipping Point	Gladwell
• The World is Flat	Friedman
• Time Management from the Inside Out	Morgenstern
• What They Don't teach You At Harvard Business School	McCormack
• Who Moved my Cheese	Johnson
• Why Should Anyone be Led by You?	Jones