



Sales Book List

Each of these 15 books is an important part of my personal sales library. Some relate to selling skills, others relate to selling and planning processes, and others relate to the important topic of mindset. I recommend each of these books because I believe they provide critical insights into becoming a Top 1% Salesperson.

Clearly, this is not a comprehensive list of all “great” sales books, nor is it intended to be a list of the BEST sales books ever. Some are not even “sales” books at all! This is simply a selection of books I consider to be “MUST-READ” material for salespeople who want to be the very best they can be.

I highly encourage you to work through them all...

~ Kelly

Listed alphabetically by author’s last name:

Bradberry, Travis and Greaves, Jean

Emotional Intelligence 2.0

[\[Available on Amazon\]](#)

Duckworth, Angela

Grit: The Power of Passion and Perseverance

[\[Available on Amazon\]](#)

Duhigg, Charles

The Power of Habit: Why We Do What We Do in Life and Business

[\[Available on Amazon\]](#)

Fox, Jeffrey

How to Become a Rainmaker: The Rules for Getting and Keeping Customers and Clients

[\[Available on Amazon\]](#)

Guber, Peter

Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story

[\[Available on Amazon\]](#)

Heath, Chip and Heath, Dan

Made to Stick: Why Some Ideas Survive and Others Die

[\[Available on Amazon\]](#)

Hoffeld, David

The Science of Selling: Proven Strategies to Make Your Pitch, Influence Decisions, and Close the Deal

[\[Available on Amazon\]](#)



Klaff, Oren

Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal (Business Skills and Development)

[\[Available on Amazon\]](#)

Miller, Robert and Heiman, Stephen

Conceptual Selling: The Face-to-Face Sales Formula That Helps Leading Companies Stay on Top

[\[Available on Amazon\]](#)

Muir, James

The Perfect Close: The Secret to Closing Sales

[\[Available on Amazon\]](#)

Riggs, Kelly

Quit Whining and Start SELLING! A Step-by-Step Guide to a Hall-of-Fame Career in Sales

[\[Available on Amazon\]](#)

Roberge, Mark

The Sales Acceleration Formula: Using Data, Technology, and Inbound Selling to Go from \$0 to \$100 million

[\[Available on Amazon\]](#)

Stein, Dave and Andersen, Steve

Beyond the Sales Process: 12 Proven Strategies for a Customer-Driven World

[\[Available on Amazon\]](#)

Voss, Chris

Never Split the Difference: Negotiating as If Your Life Depended on It

[\[Available on Amazon\]](#)

Weinberg, Mike

New Sales. Simplified. The Essential Handbook for Prospecting and New Business Development

[\[Available on Amazon\]](#)

Also consider:

SPIN Selling: Situation, Problem, Implication, Need-Payoff – Neil Rackham

The Challenger Sale: Taking Control of the Customer Conversation – Matthew Dixon and Brent Adamson

Smart Calling: Eliminate the Fear, Failure, and Rejection from Cold Calling – Art Sobczak

Strategic Sales Presentations – Jack Malcolm