

Empfehlenswerte Verkaufsbücher

1) Character/ Ethics

To Sell Is Human (Daniel H. Pink)
177 Mental Toughness Secrets of the World Class (Steve Siebold)
The Six Pillars of Self-Esteem (Nathaniel Branden)
The Sandler Rules (Pegasus Media World)
Sell or be Sold (Grant Cardone)

2) Cold Calling

Sales Scripts That Sell (Teri Gamble, Michael Gamble)
Selling to VITO (Anthony Parinello)

3) Selling Methodologies

Customer Centered Selling (Rob Jolles)
Slow Down, Sell Faster (Kevin Davis)
Let's Get Real or Let's Not Play (Mahan Khalsa, Randy Illig)
Silver Bullet Selling (G. A. Bartick, Paul Bartick)
Perfect Selling (Linda Richardson)
Solution Selling (Michael T. Bosworth)
Rain Making (Ford Harding)
The Spin Selling Fieldbook (Neil Rackham)
You Can't Teach a Kid to Ride a Bike at a Seminar (David Sandler, David Mattson)
Rainmaking Conversations (Mike Schultz, John E. Doerr)

4) Customer Analysis

Dimensional Selling (Victor R. Buzzotta, Robert E. Lefton)
Versatile Selling (Learning Library Wilson, Larry Wilson)
The Versatile Salesperson (Roger Wenschlag)
The Platinum Rule for Sales Mastery (Tony Alessandra)
Peoplewise Selling (James S. Payne)

5) Selling with NLP

Bare Knuckle Selling (Simon Hazeldine)
Green Light Selling for the 21st Century (Don Aspromonte)
Beyond Selling (Dan S. Bagley, Edward J. Reese)
Successful Selling With NLP (Joseph O'Connor)
Unlimited Selling Power (Donald Moine, Kenneth Lloyd)
Secrets of Hypnotic Selling Revealed (Aaron Forland)
The Psychology of Persuasion (Kevin Hogan)
Customer-Oriented Selling (Dan Jones)

6) Closing & Objection Handling

Closing (James Pickens)

Crush Price Objections (Tom Reilly)

25 Toughest Sales Objections (Stephan Schiffman)

How to Master the Art of Selling (Tom Hopkins)

Secrets of Closing the Sale (Zig Ziglar)

7) New Selling

Changing the Sales Conversation (Linda Richardson)

Double Your Sales (Scott Farnsworth)

Solution-Focused Selling (Dominic Hofstetter)

Dirty Little Secrets (Sharon Drew Morgen)

Selling with Integrity (Sharon Drew Morgen)

Neuro-Sell (Simon Hazeldine)