

*- Selling & Self Management Recommended Reading List -*

**BOOK TITLE:**

**AUTHOR:**

7 Habits of Highly Effective People

Stephen Covey

Strategic Selling

Miller & Heiman

Conceptual Selling

Miller & Heiman

Sales Effectiveness Training

Zaiss & Gordon

How to Win Customers and Keep Them for Life

Michael LeBouef

Spin Selling

Niel Rackham

Principled Centered Leadership

Stephen Covey

Non-Manipulative Selling

Tony Allessandra

Relationship Selling

Jim Cathcart

Socratic Selling

Kevin Daley

Knock Your Socks Off Selling

Gitomer & Zemke

Selling to the Top

David Peoples