

The 14 Best Sales Books to Add to Your Summer Reading List



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There's always room for improvement and growth. Whether you're new to the business or a bona fide sales veteran, seeking out new information and learning from the mistakes of others will positively impact your career and your life.

Maybe that's why many successful CEOs read an average of 4-5 books per month?

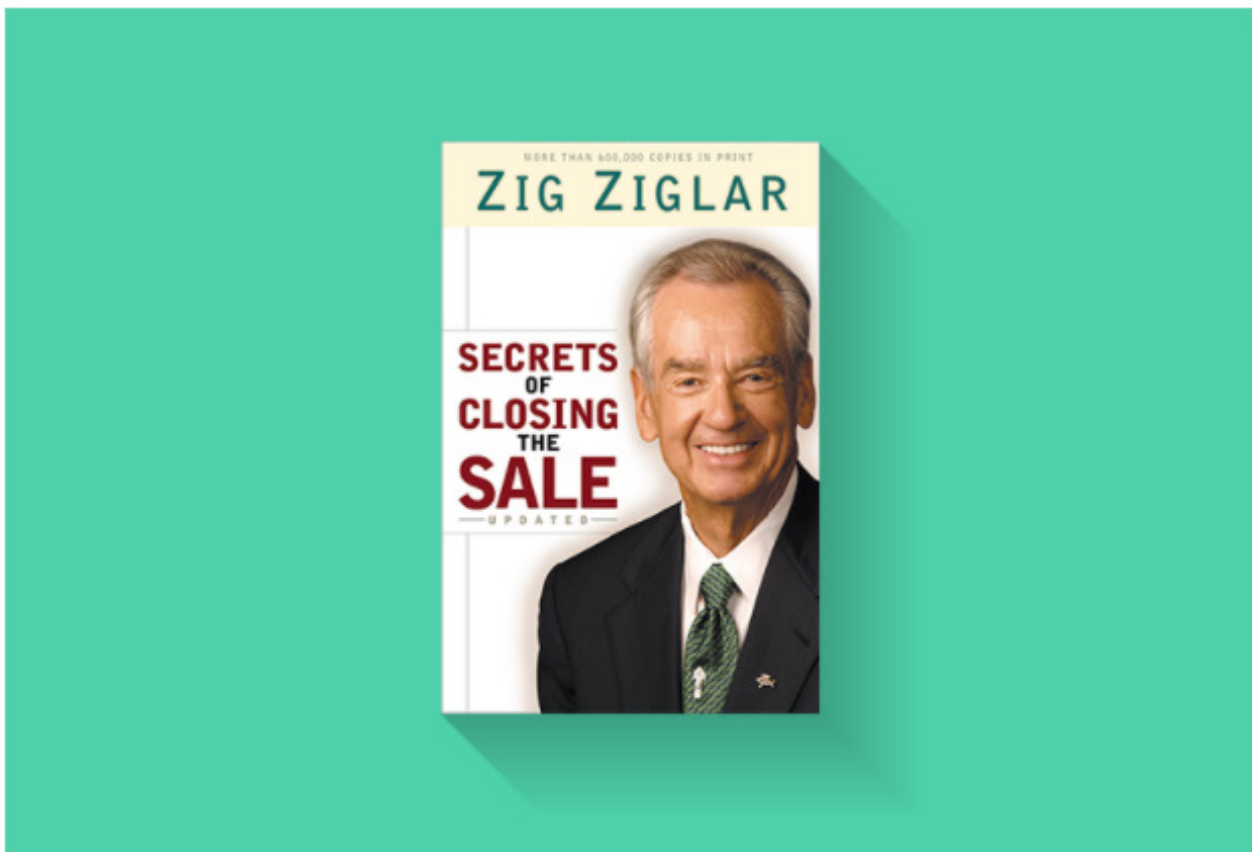
When it comes to books on professional development and improving your sales techniques, there are tons of titles to sift through. We put together this list of the

techniques, there are tons of titles to sift through. We put together this list of the best sales books ever written to help you choose a starting point.

If you haven't read any or all of these books yet, I suggest charging up the old Kindle so you can take advantage of the knowledge available at your fingertips.

Ready to get reading? I sure hope so, because these 14 sales books need to be at the top of your summer reading list!

1. *Secrets of Closing the Sale* by Zig Ziglar



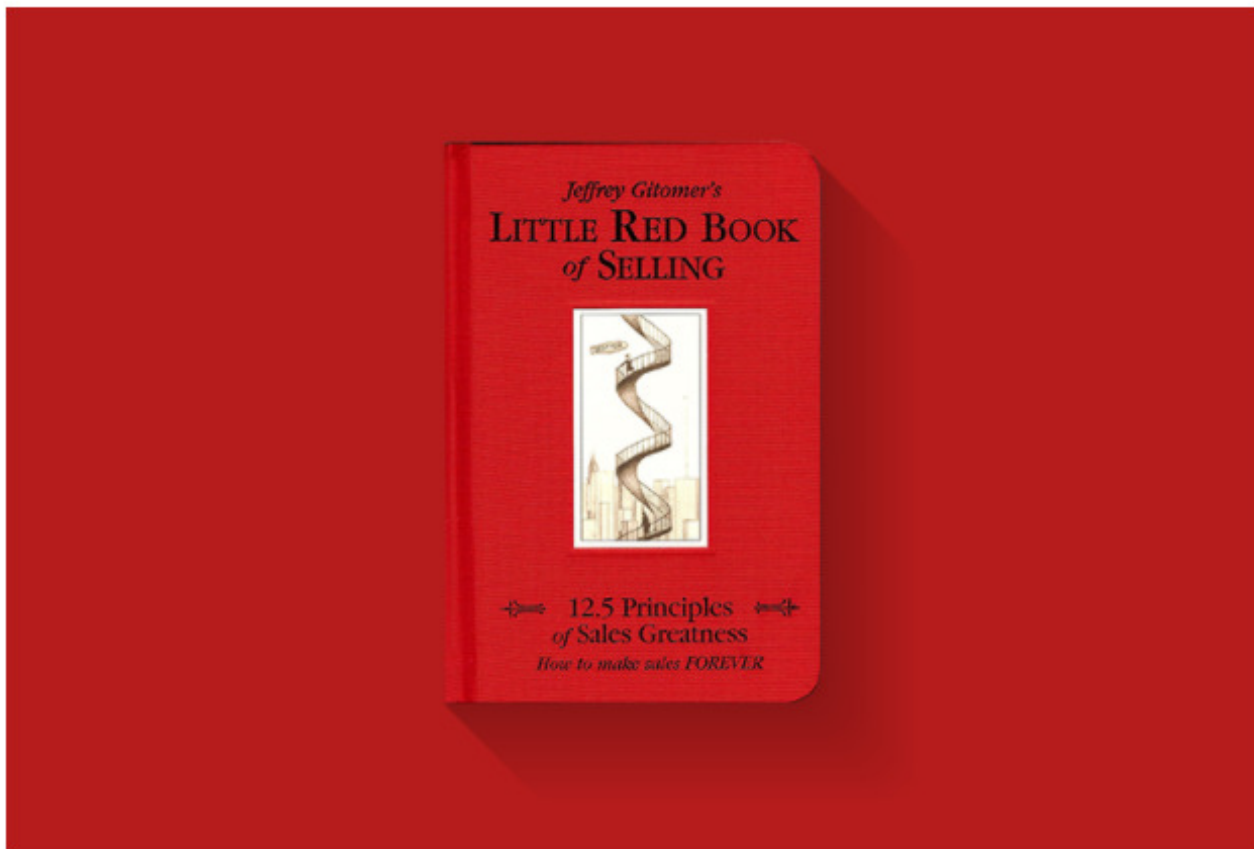
Although there are no shortcuts to success in sales, there are many tried and true techniques you can use to develop strong relationships and make the right connections. This popular book reminds us that “we’re all in sales” and provides over 100 examples of different ways to close a deal.

Anyone with an interest in the psychology of communicating with prospects should spend some time with Ziglar’s book. Read this to find out why people aren’t

buying from you and how you can win your next sale.

Amazon Rating: 4.6/5 stars

2. *Little Red Book of Selling: 12.5 Principles of Sales Greatness* by Jeffrey Gitomer

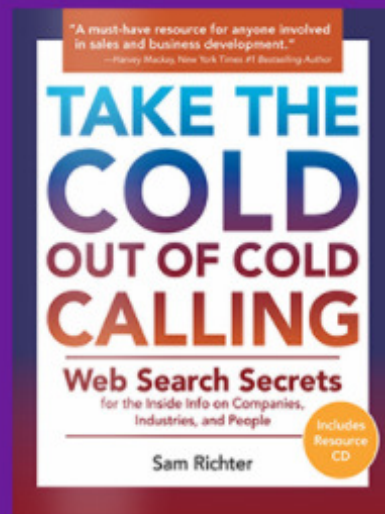


This accessible guide teaches readers how to sell more effectively. By breaking down large concepts into easily-digestible bits of wisdom, Gitomer helps salespeople understand what drives their prospects' purchasing decisions.

The Little Red Book of Selling and Gitomer's other classic sales book, *The Sales Bible*, should be required reading for anyone in the business of sales. Both are packed with valuable advice and among the best-selling sales books of all time.

Amazon Rating: 4.5/5 stars

10. *Take the Cold Out of Cold Calling* by Sam Richter



This book focuses on how to quickly find information online that can be used to a seller's advantage. Whether you want to know more about your prospects, research your target demographic, or connect with and impress your next customers, *Take the Cold Out of Cold Calling* can help you do it.

You should check out this book if you want a practical plan that you can put into action as soon as you're finished reading. According to Rieva Lesonsky, CEO of GrowBiz Media, those who follow Richter's advice are "almost guaranteed to get results."

Amazon Rating: 4.8/5 stars