

Jim's Top 10 Books for Sales Pros!

One of the questions I regularly get from participants in our training programs, during our webinars or on our blog is “what sales books do you recommend we read”? So, here are the current 10 books I like and that have brought value to me in my business.

You will see 2 primary themes running through these books that are my current favorites. Theme #1 is around how do you run a successful business. I am placing these on the list because I think it is critical that we look at our sales territory as a small, entrepreneurial enterprise. The best sales people I know do not look or act like “employees” they act like businessmen and women. So, that is why you will see books on this list from that genre.

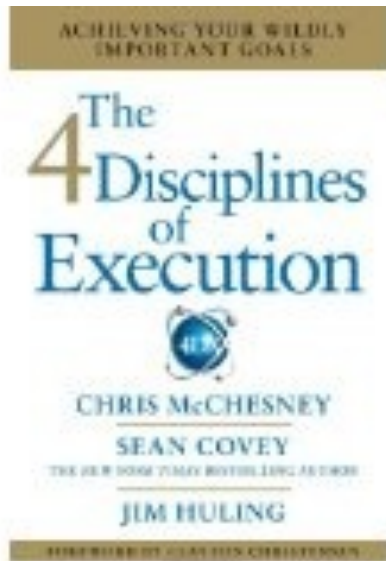
Theme #2 you will see on this list focuses on how can we set our selves apart from our competitors. Or, as Scott McKain says in his book, how do we create “distinction” in how we go about what we do. In the competitive world of sales it is critical that we realize each of us has a brand associated with our names. These books will help with making certain that brand stands out in a positive way.

Each book has a bit of a blurb from its posting on Amazon, my own personal take on the book and links for you to grab the book from Amazon or from Audible. Enjoy the books and let us know what you think!

Sincerely,



Jim Jacobus, CSP



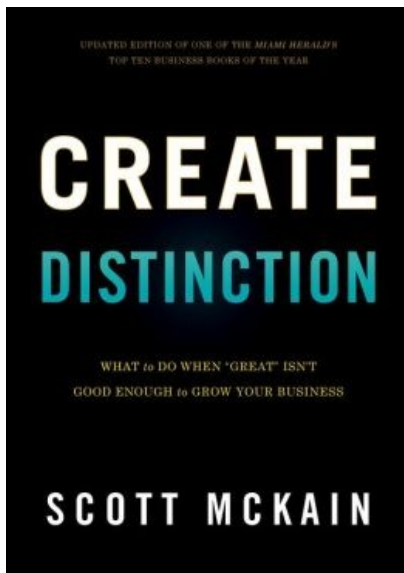
The 4 Disciplines of Execution – Sean Covey

The 4 Disciplines of Execution provides a simple, proven formula for achieving the goals that every individual or organization needs to reach. From Marriott to the U.S. Navy, Covey and his team have worked with more than 200,000 people in hundreds of organizations to improve performance, identifying and honing four secrets of perfect execution: Focus on the Wildly Important; Act on the Lead Measures; Keep a Compelling Scoreboard; and Create a Cadence of Accountability.

Amazon URL- <http://tinyurl.com/p8x2qz3>

Audible URL- <http://tinyurl.com/pnvau5e>

Jim's Take - *The apple doesn't fall far from the tree as Stephen Covey's son Sean brings us valuable principles we can grow our businesses, and lives with just like his dad did for years. For the business running mindset this is an advanced book on what it takes to take all of our ideas and turn them into actionable items that get done! I absolutely loved the section on "lead KPI's" versus our old school "lag KPI" model. Not a light read but worth every minute of it!*



Create Distinction: What To Do When Great Isn't Good Enough To Grow Your Business – Scott McKain

Have you taken your business from good to great, only to find that "great" still isn't cutting it? Are you making all the right moves in your career and still not receiving the recognition you have earned? Why do companies like Apple get all the attention, when you have difficulty getting anyone to focus on your efforts? In our homogenized world, companies in every sector-- from big-box retail to financial services; from fast food

to entrepreneurs--appear more and more alike, as do the tweets and LinkedIn pages of professionals across the country. But if people see you or your company as nothing more than a carbon copy of the competition, how can you expect to attract attention? With this practical advice, you'll feel confident stepping up from the competition--and toward success.

Amazon URL - <http://tinyurl.com/n75qvsg>

Jim's Take – *Another book on setting yourself apart from your competitors from my good friend Scott McKain! This work takes us from what it takes to be great and elevates our thinking to how we can become "distinctive" or go beyond just great. You are going to love how Scott creates a clear path for how we can take everything we do, professionally and personally, to a whole new level! Enjoy ...*

"This book is just like its namesake — Duct Tape — it's good, incredibly smart, amazingly practical, and immensely sticky stuff. You can begin to put it to use immediately."
Michael Gerber — author of *The E-Myth Revisited*

Duct Tape Marketing



The World's **Most Practical**
Small Business Marketing Guide

John Jantsch
Foreword by Michael Gerber

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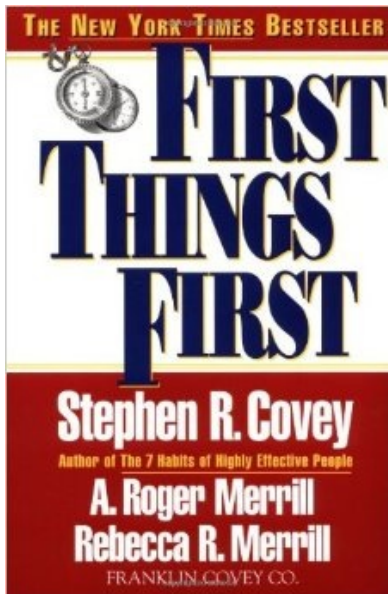
Duct Tape Marketing – John Jantsch

Learn to make your small business marketing as simple, effective, and affordable as duct tape. In Duct Tape Marketing, renowned small business marketing guru John Jantsch shows you how to develop and execute a marketing plan that will give your business the life and longevity you want. In this audio book you will learn the Duct Tape Marketing system and how to apply its principles to your business by following three steps. This audio book provides proven, yet elegantly simple tools to help you grow your small business.

Amazon URL - <http://tinyurl.com/pupj4r8>

Audible URL - <http://tinyurl.com/py9ose5>

Jim's Take – *Again, if you are of the mindset that you are, as a sales professional, managing your very own small business and you want to grow that business then you will find "Duct Tape Marketing" absolutely running over the top with strategies, tactics and mindsets that you are going to be able to put into action immediately. Heck, if you just grasp the know, like, trust, try, buy, repeat and refer model then this book will be a great value to you! Great work John! Great work ...*



First Things First – Stephen R Covey

I'm getting more done in less time, but where are the rich relationships, the inner peace, the balance, the confidence that I'm doing what matters most and doing it well?

Does this nagging question haunt you, even when you feel you are being your most efficient? If so, *First Things First* can help you understand why so often our first things aren't first. Rather than offering you another clock, *First Things First* provides you with a compass, because where you're headed is more important than how fast you're going.

Amazon URL – <http://tinyurl.com/oywc92q>

Audible URL - <http://tinyurl.com/nj2uwyv>

Jim's Take – *Any time we design a sales training workshop for a client and they share with us what their desired results are inevitably they say time management and priority management. Ask attendees in a sales training class what they want out of that class and they will, without fail, say time management and/or priority management strategies and skills. Bottom line ... all sales people realize that their time is their inventory and they want to make the most of that precious resource. Covey's book is the very best and easiest to apply time/priority management strategy and tactics book I am aware of! Beware ... do not buy the Audible version of this book. Trust me when I say you are going to want to read this one!*

How passion in your work and life
can turn the ordinary into
the extraordinary



Mark Sanborn

AN UNABRIDGED PRODUCTION

The Fred Factor – Mark Sanborn

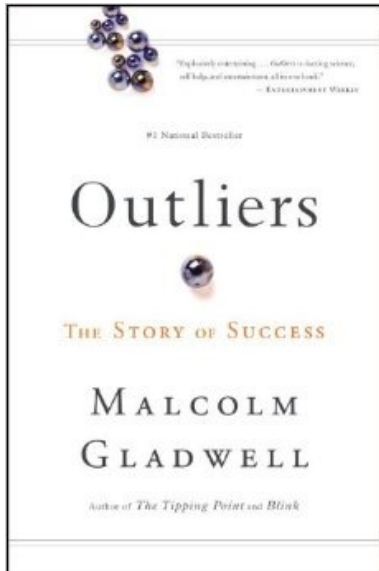
In *The Fred Factor*, Mark Sanborn illuminates the simple steps each of us can take to transform our own lives from the ordinary into the extraordinary. Through stories about Fred and others like him, Sanborn reveals four basic "how to" principles that will help us bring fresh energy and creativity to our life and work.

Amazon URL - <http://tinyurl.com/qyvrt4k>

Audible URL - <http://tinyurl.com/o3ssmt4>

Jim's Take – *This book comes from my good friend Mark Sanborn and is a timeless classic for anyone*

who understands that doing things the way everyone else does them is a sure fire way to end up in the "mediocrity heap" that is way overpopulated! I just got through working with a sales team that read this book as a mandate from management and they raved about the principles here is this book. Do you want to be like everyone else or do you want the "Fred Factor" to help you grow your business?



Outliers – Malcolm Gladwell

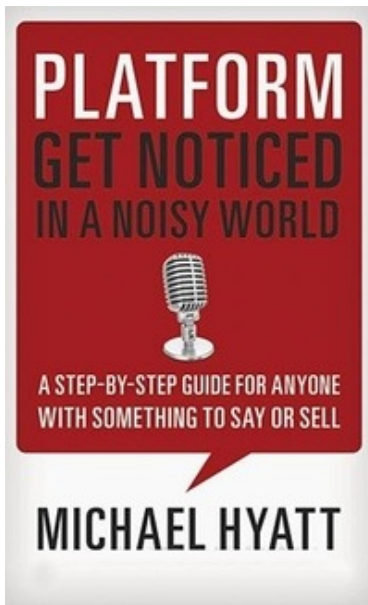
In this stunning new book, Malcolm Gladwell takes us on an intellectual journey through the world of "outliers"-- the best and the brightest, the most famous and the most successful. He asks the question: what makes high-achievers different?

Amazon URL - <http://tinyurl.com/lstdszm8>

Audible URL - <http://tinyurl.com/kkeyvnt>

Jim's Take - *This book was just one "aha" moment after another as Gladwell used his patented storytelling style to help us understand performance that goes beyond the norm. I have listened to this book 4 times now (it is a great book for Audible) and every time I learn something new or hear one of his illustrations anew as if it were for*

the first time. I encourage you to pay particular note of his point that it takes 10,000 hours at something to master it! I loved that challenge and the encouragement that came with it ...



Platform – Michael Hyatt

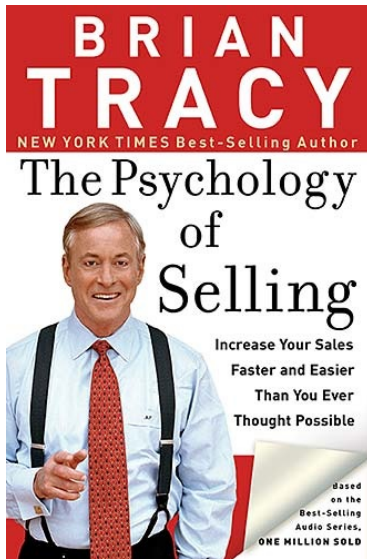
To be successful in the market today, you must possess two strategic assets: a compelling product and a meaningful platform. In this step-by-step guide, Michael Hyatt, former CEO and current Chairman of Thomas Nelson Publishers, takes readers behind the scenes, into the new world of social media success. He shows you what best-selling authors, public speakers, entrepreneurs, musicians, and other creatives are doing differently to win customers in today's crowded marketplace. Hyatt speaks from experience. He writes one of the top 800 blogs in the world and has more than 100,000 followers on Twitter. His large and growing platform serves as the foundation for his successful writing, speaking, and consulting practice.

In Platform, Hyatt will teach readers not only how to extend their influence, but also how to monetize it and build a sustainable career. The key? By building a platform. It has never been easier, less expensive, or more possible than right now. . . The book includes: proven strategies, easy-to-replicate formulas, and practical tips. Social media technologies have changed everything. Now, for the first time in history, non-celebrities can get noticed—and win big!—in an increasingly noisy world.

Amazon URL - <http://tinyurl.com/nbw2dcd>

Audible URL - <http://tinyurl.com/oh94893>

Jim's Take – *The best sales people I have ever known have the mindset that their sales territory is their very own small business and they run that business the same way a small business owner does! They make decisions the same way an entrepreneur does not like an employee. Hyatt's book Platform will talk about how we can build our businesses choosing from a variety of "Platform" choices like websites, blogs, podcasts, social media and etc. We utilize all of these platforms today to grow this business. Were I to have my own traditional sales territory I would seriously have to look at all of these options as potential opportunities to differentiate myself from the crowd. I think you should as well!*



The Psychology of Selling – Brian Tracy

The purpose of this book is to give you a series of ideas, methods, strategies, and techniques that you can use immediately to make more sales, faster and easier than ever before. It's a promise of prosperity that sales guru Brian Tracy has seen fulfilled again and again. More sales people have become millionaires as a result of listening to and applying his ideas than from any other sales training process ever developed.

Amazon URL - <http://tinyurl.com/o2s739y>

Audible URL - <http://tinyurl.com/ptb3l7a>

Jim's Take – *I took the cassette tape set of this out of mothballs the other day and listened to the first 30 minutes or so of it again. Is it old and outdated? Yep! To some extent it is. That said, there was a ton of really good stuff in there that I listened to and realized that it still shapes some of the basic fundamental psychology and attitudes I have today that have made us successful! This is an “oldie” but “goodie” I think should be in everyone's tool bag!*

"Incredibly vital message for today!"—Zig Ziglar, author | motivational speaker

THE TRUST EDGE

How Top Leaders Gain Faster Results,
Deeper Relationships, and a
Stronger Bottom Line

DAVID HORSAGER

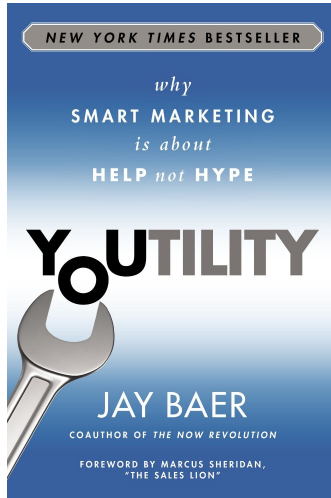
The Trust Edge – David Horsager

In The Trust Edge, David Horsager reveals the foundation of genuine success - trust. Based on research but made practical for today's leader, The Trust Edge shows that trust is quantifiable and brings dramatic results to businesses and leaders. In this book, Horsager teaches listeners how to build the 8 Pillars of Trust. When leaders learn how to implement these pillars, they enjoy better relationships, reputations, retention, revenue, and results.

Amazon URL - <http://tinyurl.com/pdxcxj5>

Audible URL - <http://tinyurl.com/mah238c>

Jim's Take – *I consider Horsager's book one of the "must reads" of this time in business. Hard to imagine that integrity, character and trustworthiness could be qualities that set us apart from our competitors. That said it seems like everyone is looking for the shortcut, the angle and the get rich quick approach to success through sales. There is such a pervasive environment of distrust in the marketplace these days that there is indeed an edge in establishing real trust. David's book will make it clear how you can develop your very own "Trust Edge"!*



Youtility – Jay Baer

The difference between helping and selling is just two letters. If you're wondering how to make your products seem more exciting online, you're asking the wrong question. You're not competing for attention only against other similar products. You're competing against your customers' friends and family and viral videos and cute puppies. To win attention these days you must ask a different question: "How can we help?" Jay Baer's Youtility offers a new approach that cuts through the clutter: marketing that is truly, inherently useful. If you sell something, you make a customer today, but if you

genuinely help someone, you create a customer for life. Drawing from real examples of companies who are practicing Youtility as well as his experience helping more than seven hundred brands improve their marketing strategy, Baer provides a groundbreaking plan for using information and helpfulness to transform the relationship between companies and customers.

Amazon URL - <http://tinyurl.com/oeba7v9>

Audible URL - <http://tinyurl.com/puc5x2w>

Jim's Take – *What an awesome book! Although it is filled with a lot of real world strategies and tactics I am most excited about the mindset this book delivers. Jay Baer makes it clear in this book that the way we grow our business these days is by becoming a resource to helping our customers and clients grow their business. Becoming a valued asset, a trusted advisor to our clients is the very best way to creating a distinction between our competitors and ourselves! Baer has the inside scoop on making that happen.*