



66 Must-Read Books to Become Better at Sales

Leah Neaderthal

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These are the 66 books I read as I was teaching myself how to sell, which allowed me to create the selling methodology I now share with my clients and students. You'll notice that these aren't all "sales books" - my methodology has some sales best practices, but it comes largely from lessons I've learned from outside of selling: from psychology, sociolinguistics, marketing, startups, mindset, interpersonal relationships, and more. If you're intellectually curious, I know you'll learn something from each of these. Where possible, I've linked out to Bookshop.org, an online bookstore that sources from and supports local bookstores. Enjoy!

Theme	Title	Author	Link
Business	Anything You Want	Derek Sivers	Link
Business	Ask: The Counterintuitive Online Formula to Discover Exactly What Your Customers Want to Buy...Create a Mass of Raving Fans...and Take Any Business to the Next Level	Ryan Levesque	Link
Mindset	Codependent No More: How to Stop Controlling Others and Start Caring for Yourself	Melody Beattie	Link
Business	Creating a Culture of Courage: The Courage Challenge Workbook	Cindy Solomon	Link (Amazon)
Mindset	Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead	Brene Brown	Link
Business	Delivering Happiness: A Path to Profits, Passion, and Purpose	Tony Hsieh	Link
Marketing	Different: Escaping the Competitive Herd	Youngme moon	Link
Selling	Dirty Little Secrets: Why Buyers Can't Buy and Sellers Can't Sell and What You Can Do About It	Sharon Drew Morgen	Link
Money Mindset	Emotional Currency: A Woman's Guide to Building a Healthy Relationship with Money	Kate Levinson	Link



Mindset	Fierce Conversations: Achieving Success at Work and in Life One Conversation at a Time	Susan Scott	Link
Startups	Founders at Work: Stories of Startups' Early Days	Jessica Livingston	Link
Psychology	Games People Play: The Basic Handbook of Transactional Analysis	Eric Berne	Link
Business	Getting to Yes: Negotiating Agreement Without Giving In	Roger Fisher & William L. Ury	Link
Business	Give and Take: Why Helping Others Drives Our Success	Adam Grant	Link
Mindset	Grit: The Power of Passion and Perseverance	Angela Duckworth	Link
Mindset	How Bad Do You Want It?: Mastering the Psychology of Mind over Muscle	Matt Fitzgerald	Link
Selling	How to Be a Power Connector: The 5+50+100 Rule for Turning Your Business Network into Profits	Judy Robinett	Link
Selling	How to Win Friends and Influence People	Dale Carnegie	Link
Psychology	I'm OK, You're OK	Thomas A Harris	Link
Business	Launch: An Internet Millionaire's Secret Formula To Sell Almost Anything Online, Build A Business You Love, And Live The Life Of Your Dreams	Jeff Walker	Link
Psychology	Liespotting: Proven Techniques to Detect Deception	Pamela Meyer	Link
Business	Little Bets: How Breakthrough Ideas Emerge from Small Discoveries	Peter Sims	Link
Mindset	Living with a SEAL: 31 Days Training with the Toughest Man on the Planet	Jesse Itzler	Link
Business	Mastermind Dinners: Build Lifelong Relationships by Connecting Experts, Influencers, and Linchpins	Jayson Gagnard	Link (Amazon)
Interpersonal Relationships	Mating in Captivity	Esther Perel	Link
Selling	Million Dollar Consulting: The Professional's Guide to Growing a Practice	Alan Weiss	Link



Mindset	Mindset: The New Psychology of Success	Carol Dweck	Link
Selling	No More Cold Calling: The Breakthrough System That Will Leave Your Competition in the Dust	Joanne Black	Link (Amazon)
Psychology	Odd Girl Out: The Hidden Culture of Aggression in Girls	Rachel Simmons	Link
Selling	Predictable Revenue: Turn Your Business Into a Sales Machine with the \$100 Million Best Practices of Salesforce.com	Aaron Ross	Link
Psychology	Predictably Irrational: The Hidden Forces That Shape Our Decisions	Dan Ariely	Link
Mindset	Quiet: The Power of Introverts in a World That Can't Stop Talking	Susan Cain	Link
Business	Rework	Jason Fried, David Heinemeier Hansson	Link
Business	Rocket Fuel: The One Essential Combination That Will Get You More of What You Want from Your Business	Gino Wickman	Link
Selling	Secrets of Closing the Sale	Zig Ziglar	Link
Selling	Selling to Big Companies	Jill Konrath	Link
Business	Simple: Conquering the Crisis of Complexity	Alan Siegel, Irene Etzkorn	Link (Amazon)
Selling	SNAP Selling: Speed Up Sales and Win More Business with Today's Frazzled Customers	Jill Konrath	Link
Marketing	Style & Substance: How to Create a Compelling Brand	Liz Dennerly Sanders	Link
Business	Tales of the Revolution: True Stories of People who are Poking the Box and Making a Difference	Seth Godin	Link (Amazon)
Sociolinguistics	That's Not What I Meant: How Conversational Style Makes or Breaks Relationships	Deborah Tannen	Link
Business	The 4-Hour Work Week: Escape 9-5, Live Anywhere,	Tim Ferriss	Link



	and Join the New Rich		
Mindset	The Abundance Code: How to Bust the 7 Money Myths for a Rich Life Now	Julie Ann Cairns	Link (Amazon)
Psychology	The Achievement Habit: Stop Wishing, Start Doing, and Take Command of Your Life	Bernard Roth	Link
Mindset	The Big Leap: Conquer Your Hidden Fear and Take Life to the Next Level	Gay Hendricks	Link
Marketing	The Conversion Code: Capture Internet Leads, Create Quality Appointments, Close More Sales	Chris Smith	Link
Mindset	The Four Agreements: A Practical Guide to Personal Freedom	Don Miguel Ruiz	Link
Psychology	The Gift of Fear: Survival Signals That Protect Us from Violence	Gavin DeBecker	Link
Startups	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses	Eric Ries	Link
Psychology	The Paradox of Choice: Why More Is Less	Barry Schwartz	Link
Psychology	The Power of Habit: Why We Do What We Do in Life and Business	Charles Duhigg	Link
Mindset	The Power of Intention: Learning to Co-Create Your World Your Way	Wayne Dyer	Link
Mindset	The Power of Now: A Guide to Spiritual Enlightenment	Eckhart Tolle	Link
Business	The Rules of Woo: An Entrepreneur's Guide to Capturing the Hearts & Minds of Today's Customers	Cindy Solomon	Link (Amazon)
Business	The War of Art: Break Through the Blocks and Win Your Inner Creative Battles	Steven Pressfield	Link
Mindset	The Year of Yes: How to Dance It Out, Stand In the Sun and Be Your Own Person	Shonda Rhimes	Link
Mindset	Turning Pro: Tap Your Inner Power and Create Your Life's Work	Steven Pressfield	Link
Selling	Value Based Fees: How to Charge - and Get - What You're Worth	Alan Weiss	Link



Business	Who Says Elephants Can't Dance?: Leading a Great Enterprise Through Dramatic Change	Louis V. Gerstner Jr.	Link
Psychology	Why We Buy: The Science Of Shopping	Paco Underhill	Link
Business	Women Don't Ask: Negotiation and the Gender Divide	Linda Babcock	Link
Mindset	Yes Please	Amy Poehler	Link
Mindset	You Are the Placebo: Making Your Mind Matter	Dr. Joe Dispenza	Link
Mindset	You Can Heal Your Life	Louise Hay	Link
Sociolinguistics	You Just Don't Understand: Women and Men in Conversation	Deborah Tannen	Link
Sociolinguistics	You're Wearing That?: Understanding Mothers and Daughters in Conversation	Deborah Tannen	Link