



References & Recommended Reading List

Rosen, Darryl (2010) *Unleashing Your Inner Sales Coach: How to Inspire, Motivate, and “Coach” Your Sales Team to Success*

Marciano, Paul (2010) *Carrots and Sticks Don't Work: Build A Culture of Employee Engagement with the Principles of RESPECT*

Ventrice, Cindy (2009) *Make Their Day! Employee Recognition that Works*

King, Max Caesar (2013) *Driving Forces: What Motivates Sales Teams*