

## References & Recommended Reading List

Gitomer, J. (2004) Jeffrey Gitomer's *Little Red Book of Selling: 12.5P principles of Sales Greatness: How to Make Sales Forever*

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Guber, P. (2011) *Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story*

Konrath, J. (2005) *Selling to Big Companies*

Marx, S. (2007) *Close Like the Pros*

Reynolds, G. (2008) *Presentation Zen: Simple Ideas on Presentation Design and Delivery*

Schiffman, S. (2002) *Getting to Closed: A Proven Program to Accelerate the Sales Cycle and Increase Commissions*

Ziglar, Z. (1985) *Zig Ziglar's Secrets of Closing the Sale*