

## References & Recommended Reading List

Gitomer, J. (2003) *The Sales Bible: The Ultimate Sales Resource, Revised Edition*

Jolles, R. (2009) *Customer Centered Selling: Sales Techniques for a New World Economy*

Mulvey, R. (2007) *Handling Objections Closing The Sale: How To Close Every Sale And Manage Every Objection*

Schiffman, S. (2011) *25 Toughest Sales Objections-and How to Overcome Them*

Reilly, T. (2010) *Crush Price Objections: Sales Tactics for Holding Your Ground and Protecting Your Profit*

Robertson, K. (2004) *Stop, Ask, and Listen: Proven Sales Techniques to Turn Browsers Into Buyers*

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