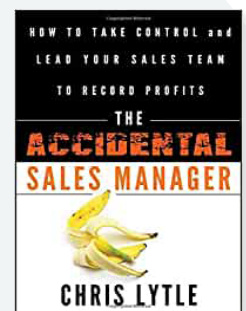
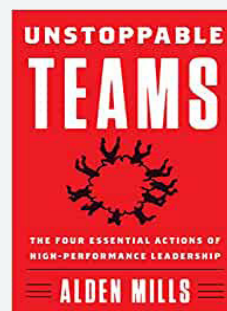
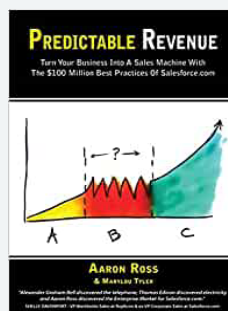
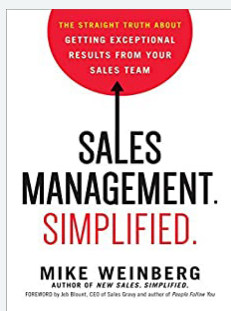
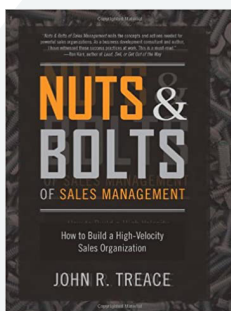
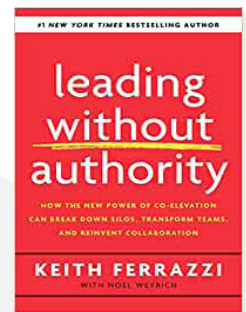
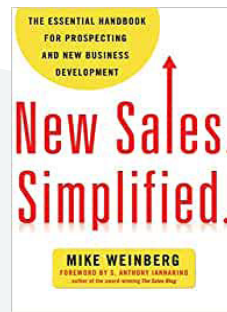
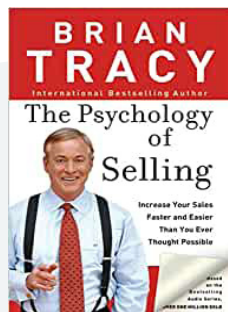
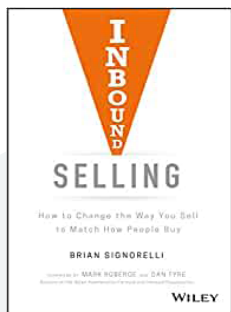
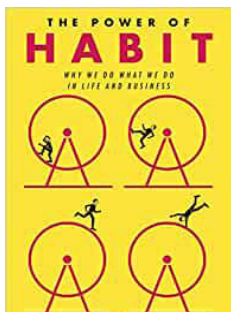


10 BOOKS

Every Sales Leader Should Read This Summer

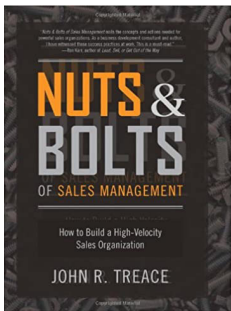


“Think before you speak. Read before you think.”

Fran Lebowitz

Every great leader is constantly striving to improve and be a thought leader in their industry. To be a truly effective leader, you must also be an effective learner. Reading about others in your industry and their experiences will not only help you be aware of the current happenings going on but it will also help you develop the ability to learn, adapt, and grow.

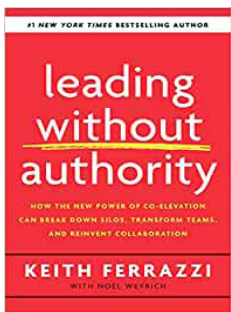
The problem is: what reading will benefit you the most? There are countless books out there on any and every topic. As a seasoned leader in the sales industry, we’ve put together a list of the top 10 books we believe every sales leader should read. Learn how to be a better sales manager, an effective leader, and get results with some advice from sales experts. Here are 10 books to add to your summer reading list:



Nuts and Bolts of Sales Management: How to Build a High-Velocity Sales Organization

John R. Treace

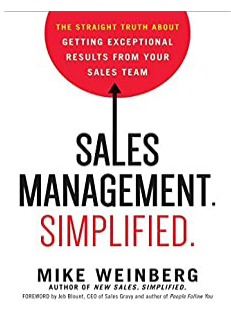
Focus on processes and implement actions that will ensure your sales team’s success—Nuts and Bolts of Sales Management gets down to the nitty-gritty of sales management with specific examples to help you manage by example and set a pace for your team.



Leading Without Authority

Keith Ferrazzi

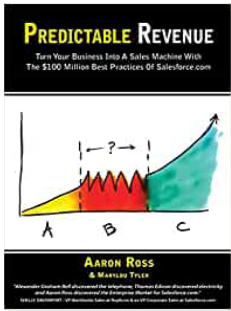
Keith Ferrazzi, founder and CEO of Ferrazzi Greenlight, developed a formula for success that provides market leaders with tactics for consulting, training, networking, and marketing.



Sales Management. Simplified: The Straight Truth About Getting Exceptional Results from Your Sales Team

Mike Wienberg

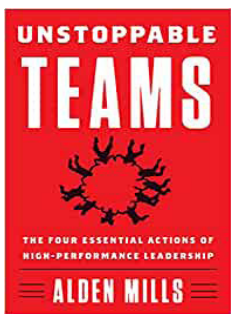
Determine where your sales organization is falling short and how to resolve the issue. These issues are often not with the team, but the management of the team. Learn how to lead in a way that will ensure better results.



Predictable Revenue: Turn Your Business Into a Sales Machine with the \$100 Million Best Practices of Salesforce.com

Aaron Ross

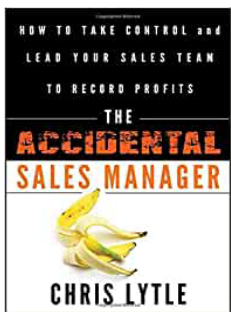
Read up on a new sales system that helped add \$100 million in recurring revenue to Salesforce.com. Meet your financial goals, create predictable revenue, and enable your team to generate more qualified leads than ever.



Unstoppable Teams: The Four essential Actions of High-Performance Leadership

Alden Mills

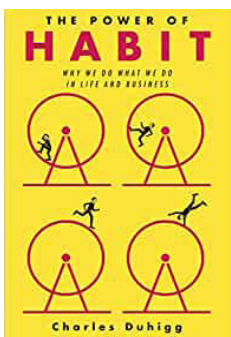
Alden Mills is a 3x Navy SEAL platoon commander and founder of Perfect Fitness—he uses his vast experience to teach readers how to create an unstoppable team. Mills goes into caring about your teammates and determining what drives them in order to effectively lead them.



The Accidental Sales Manager: How to Take Control and Lead Your Sales Team to Record Profits

Chris Lytle

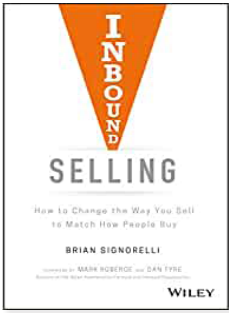
Learn how to develop the key skills all sales managers need from the president of Sparque, Inc, Chris Lytle. If you're a salesperson looking to become a sales manager, this book will help you to develop the right skills to get there.



The Power of Habit: Why We Do What We Do in Life and Business

Charles Duhigg

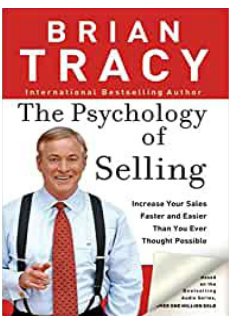
Develop habits that will make you more productive and successful in every aspect of your life. Small and consistent actions can make the difference between failure and success. The Power of Habit teaches you how to transform your business and your life by implementing effective habits that actually stick.



Inbound Selling: How to Change the Way You Sell to Match How People Buy

Brian Signorelli

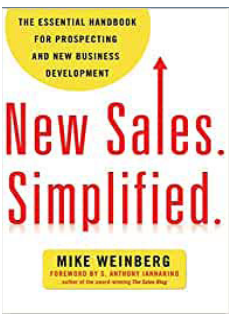
Keep up with the consistent changes of B2B Sales and get ahead in the game of inbound selling. Buyer behavior has changed in recent years as we've entered the age of convenience—learn what this means for your team and how you can adapt to change.



The Psychology of Selling: Increase Your Sales Faster and Easier Than You Ever Thought Possible

Brian Tracy

Quickly increase your sales and revenue with advice from Brian Tracy, who has coached and consulted more than 1,000 companies worldwide. Get down to the psychology of your buyer to better understand their behavior and habits.



New Sales. Simplified.: The Essential Handbook for Prospecting and New Business Development

Mike Weinberg

In *New Sales. Simplified.*, sales expert, Mike Weinberg shares examples and anecdotes from his years of experience. This book—named one of HubSpot's Top 20 Sales book of All Time—will help you proactively use a strategic list of tactics to develop your business.

XANT can help your sales team increase revenue.

LEARN MORE >

