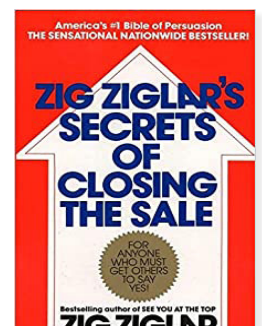
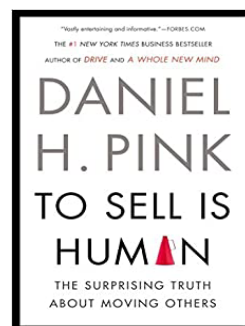
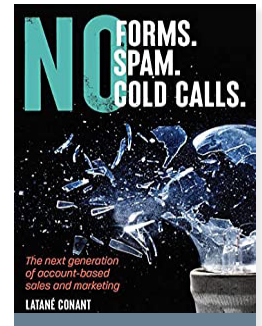
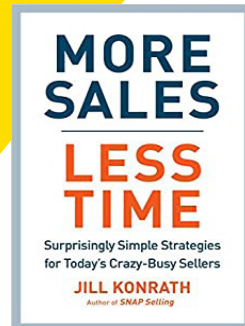
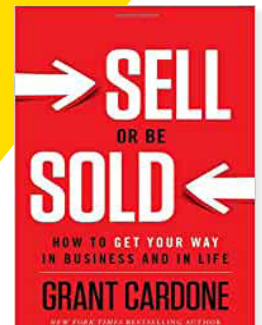
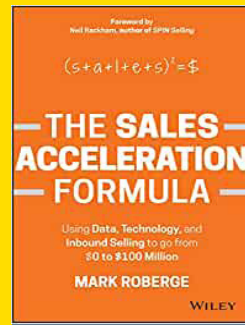
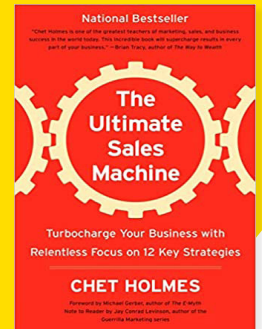
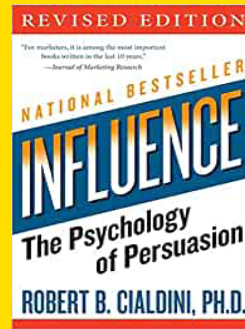
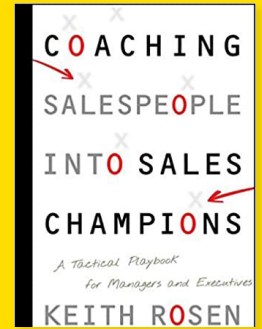


10 BOOKS

That Will Help You Empower Your Sales Team

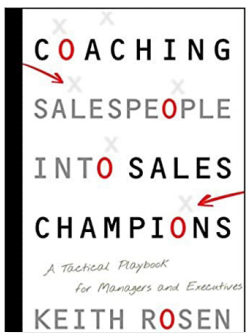


“Reading is to the mind what exercise is to the body.”

Joseph Addison

To be a true leader in the world of sales, there is a lot to keep up with. With constant updates, innovative technologies, and new strategies always coming out, there is a steep learning curve. To keep up with the ever-changing industry of sales—leaders have to be teachable and adaptable. The best leaders are the best readers.

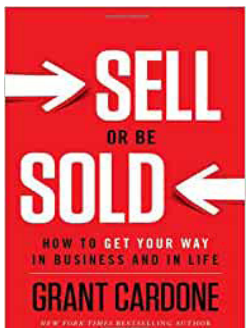
Reading increases your [ability to make decisions](#), [absorb information](#), and [feel empathy](#)—all qualities of a great leader. To help you improve your skills as a sales leader, we’ve put together a list of the top 10 books that will help you empower those you lead:



Coaching Salespeople into Sales Champions

Kieth Rosen

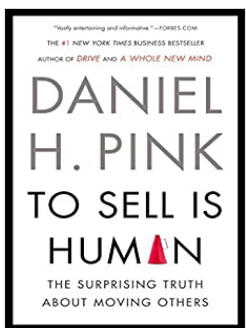
Hoping to learn how to coach salespeople into top performers? This might be the book for you. Keith Rosen walks you through his steps to help boost sales and productivity while reducing your workload.



Sell Or Be Sold

Grant Cardone

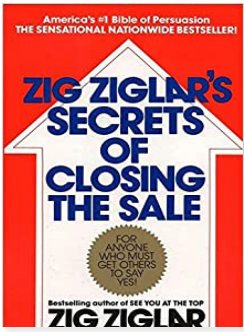
Grant Cardone is one of the most popular sales professionals in the world and has recently been acknowledged as a New York Times best selling author. In this book, he walks you through the techniques necessary to become a master of all things sales.



To Sell Is Human

Daniel H. Pink

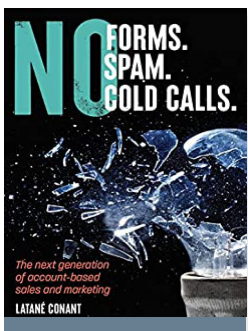
Whether you work in sales or not, life in general revolves around selling. Daniel H. Pink walks you through the many ways the average person sells whether they know it or not. He offers a new perspective on life, as he dives into his six steps to the elevator pitch, along with the five frames to make your message clearer and more persuasive.



Zig Ziglar's Secrets of Closing The Sale

Zig Ziglar

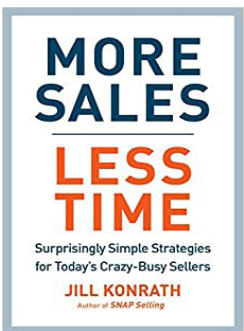
Ziglar is a well-known sales leader and best-selling author who offers an extensive list of techniques and tips on how to successfully close in any situation, along with tips from 100 other successful sales professionals.



No Forms. No Spam. No Cold Calls.

Latané Conant

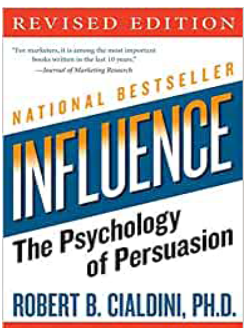
Looking for new ways to grow predictable revenue? In this book, you'll learn how to uncover customer demand, prioritize which accounts to work, engage the entire customer buying team, and measure real success in order to successfully grow your predictable revenue.



More Sales, Less Time

Jill Konrath

Jill Konrath uses cutting-edge behavioral research combined with her extensive sales background to show you how to succeed in sales while being able to avoid modern day distractions. Check this book out to learn strategies fit for your life in sales to help you avoid feeling overwhelmed.



Influence: The Psychology of Persuasion

Robert B. Cialdini, Ph.D.

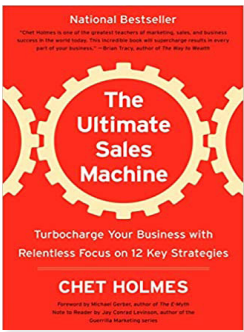
Persuasion is a big piece of the sales puzzle. Learn six universal principles of influence to improve your persuasive skills in order to help you thrive as a sales professional.



Pitch Anything

Oren Klaff

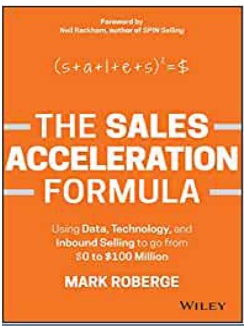
Being able to pitch what you're selling in an effective way allows you to start the right conversations with the right prospects. In "Pitch Anything" you'll learn how to not just pitch your product, but also how to improve your pitching skills in all aspects of life. Author Oren Klaff shares his STRONG method of pitching, which consists of: Setting the Frame, Telling the Story, Revealing the Intrigue, Offering the Prize, Nailing the Hookpoint, and Getting a Decision.



The Ultimate Sales Machine

Chet Holmes

This national bestseller by Chet Holmes teaches you how to improve every aspect of your business by spending just one hour per week on each impact area. Holmes' strategy consists of focusing on the few essential areas that make the biggest impact, rather than trying to master thousands of things at once.



The Sales Acceleration Formula

Mark Roberge

Learn from former Hubspot SVP of Worldwide Sales and Services, Mark Roberge, about how you can apply data, technology, and inbound selling to every aspect of sales, in order to scale your sales team. This book gives you access to his action plan, which allows you to replicate and use in your own sales organization.

XANT can help your sales team increase revenue.

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