

The 20 Most Highly-Rated Sales Books of All Time



With the cold weather here to stay for the next few weeks, it's time to grab a book, cozy up to the fire, and tear through some pages of your favorite books.

Reading is a key component of becoming more efficient and effective at your job, no matter what you do. Sales professionals in particular can benefit from soaking in the knowledge of a well-researched and insightful book. Besides picking up valuable tips and tricks, motivational sales books can also provide a morale boost for reps who feel quota breathing down their neck.

However, there are quite a few texts to choose from. Which should you read? To help answer this question, I turned to Amazon. Below are the top 20 most highly-rated sales books of all time according to the ecommerce giant.

If your reading list isn't quite as lengthy as mine (it's very possible I might never reach the end), consider cracking open a few of these titles this winter.

1) [Growth Juice: How To Grow Your Sales](#) by John A. Weber

No, not V-8. In this book, solution selling and cartoons collide. The result is quite entertaining.

[Review excerpt](#): "When I would sit down to read, there was no question as to whether *Growth Juice* would hold my attention. I really enjoyed how the end of the book took us through a sales scenario with developed characters who I became familiar with."

2) [Sales Management Simplified.: The Straight Truth About Getting Exceptional Results from Your Sales Team](#) by Mike Weinberg

Raise your hand if you'd like for your sales team to exceed quota each and every month ... Everyone has their hand up? Probably should pick up this book.

[Review excerpt](#): "I got a lot out of this book -- there is not a senior executive or sales leader out there who won't learn things they can valuably apply in their own businesses."

3) [The Ultimate Sales Revolution: Sell Differently. Change the World.](#) by Steve Lishansky

If you want to sell differently and get ahead of your competitors, pick up a copy.

[Review excerpt](#): "The strategies in this book are the rocket fuel to your next level of high value relationship success! Steve Lishansky is a true genius and master of creating successful sales relationships."

4) [Be Bold and Win the Sale: Get Out of Your Comfort Zone and Boost Your Performance](#) by Jeff Shore

Quota attainment lies on the other side of your comfort zone. Discover how to be confident and self-assured throughout the sales process.

[Review excerpt](#): "Many sales books focus on the processes of sales and do very little to address the behavioral components that inhibit our successes. *Be Bold* focuses on the most critical behavioral issue that stops selling professionals: discomfort."

5) [Ending the Cold War Between Salesmen and Customers](#) by Jim Mathers and Andrey Sizov

The time has come to put an end to the ongoing battle between salespeople and potential customers. Jim Mathers and Andrey Sizov teach us how to be "healthier, happier, and wealthier sales professionals."

[Review excerpt](#): "What a story that goes with this book. Aptly named. I am and have been a professional sales trainer myself and have read many books on the subject; however, this one is highly unusual."

6) [DISCOVER Questions Get You Connected](#) by Deb Calvert and Renee Calvert

If you've ever wanted to stand out from the pack and connect with buyers in ways you've never thought of, this is the book for you.

[Review excerpt:](#) "*Discover Questions* was excellent -- giving experienced and novice salespeople guidance on how to ask questions, drive the sales conversation, and show you care!"

7) [Constructing Success: Blueprints for a Referral-Based Business](#) by Jason M. Avery

Referrals are the best way to generate new business and build relationships. Learn how to bring referrals into your [sales strategy](#) with this book.

[Review excerpt:](#) "*Constructing Success* is one of the most valuable, no-nonsense books outlining a blueprint for success."

8) [Become an Expert Negotiator: Real Life Sales & Negotiation Tactics](#) by Daniel Weiser

Regardless of your experience with negotiating, this book will teach you the principles to become a top-notch negotiator. Interested? Grab a copy.

[Review excerpt:](#) "This book is a valuable resource for enhancing your ability to succeed in one of the most important phases of the selling process -- getting the terms you want and deserve. With great stories and salient advice, Daniel Weiser helps you navigate the negotiation process by resolving potential conflict points and achieving the best results with your client."

9) [Building Your Bridge to Sales Success](#) by Steven Gareau

What does it take to build long-lasting, fulfilling relationships with your prospects? Learn the tips and strategies to effective relationship building.

[Review excerpt:](#) "Excellent primer on the road to sales success. Steve Gareau's new book provides a comprehensive guide to the newcomer in sales, and a reminder to the experienced sales executive of the steps to success."

10) [Think Like Your Customer: A Winning Strategy to Maximize Sales by Understanding and Influencing How and Why Your Customers Buy](#) by Bill Stinnet

Wouldn't it be great to get inside the brain of your customers and understand how they think? In this book, readers can learn how corporate buyers think and discover what makes them decide to buy or pass.

[Review excerpt](#): "As a sales and marketing executive with 20 years experience selling high-end products and services to Fortune 500 customers all over the world, I thought I already knew how customers think. How wrong I was."

11) [The Natural Laws Of Selling: The Essential Truths](#) by Daniel Jacobs

What's more important than the mindset of the prospect? The mindset of the sales rep. Learn how to focus on the fundamentals en route to being successful.

[Review excerpt](#): "Dan Jacobs really hits the nail on the head with this book. Once you grasp these simple, common sense principles you will find yourself realizing how you can use them every day."

12) [Upside Down Selling: An Integrity-Based Sales Approach to Being Predictable](#) by Ian Altman

Instead of trying to persuade prospects into buying your product, why not turn the tables upside down? Learn how to provide value before anything else with this book.

[Review excerpt](#): "Does your picture of selling look like the slicked back hair, cheesy sunglasses, tacky sport coat and cheap shoes of a guy who is lying when his mouth is moving? If that's the case, this book will turn your view of selling upside down!"

13) [Real-World Selling: Techniques for Selling in the Real World with Real Results](#) by Rick Wilcoxon

Does it feel like some sales strategies have been around forever and no longer work? Inside this book are new techniques for selling to the modern-day buyer.

[Review excerpt](#): "*Real World Selling* more than lives up to its title. Rick Wilcoxon is the practical professional sales trainer. This book is an easy-to-read summary of proven professional sales techniques that simply work."

14) [Screen to Selling: How to Increase Sales, Productivity, and Customer Experience with the Latest Technology](#) by Doug Devitre

Salespeople find themselves surrounded by new technology, but how the heck do they put it to use? Learn the secrets to increasing your sales and productivity with the latest tech tools.

[Review excerpt](#): "*Screen to Screen Selling* teaches how to take advantage of the technology that is now available to us at a very low (or no) cost."

15) [10 Things Great Sales Leaders Don't Do!: Avoid These Sales Blunders and Improve Your Performance](#) by Donald Hatter Jr.

What makes a bad sales leader? Learn about the 10 things that great sales leaders don't do en route to becoming successful.

[Review excerpt](#): "I loved author Donald Hatter's latest book! It takes a look at some common mistakes in selling and gives the reader clear direction for re-focusing on the things that matter when trying to get your products or services into the right hands."

16) [DEAL! Discovery, Engagement, and Leverage for Professionals](#) by Jeff Belkora

How do you discover what your client's agenda is and then use it to help guide them through their buying journey? If you're not sure, you might want to pick up this book.

[Review excerpt](#): "This book should come with a money-back guarantee (that would never be used!) because it is that good at bringing fresh perspectives and useful tools to the age-old issue of how to make better decisions."

17) [Ignite Your Selling Potential: 7 Simple Accelerators to Drive Revenue and Results Fast](#) by Susan A. Lund

If you're tired of not hitting your quota and falling short of your potential, the tips found in these pages will help ignite your drive.

[Review Excerpt](#): "*Ignite Your Selling Potential* is an outstanding and valuable resource for any sales organization. Susan Lund provides a clear, concise, strategic roadmap that ensures every member of the team is laser focused on the same goals and objectives."

18) [Soar Despite Your Dodo Sales Manager](#) by Lee B. Salz

Every now and again we find ourselves with a bad boss. Lee B. Salz teaches us how to overcome those tough conditions and soar.

[Review excerpt:](#) "The book reads as though your personal sales coach is sitting at your desk next to you, talking you through concrete steps you can take to become a better salesperson."

19) [What They Don't Teach You In Sales School](#) by Scott J. Dunkel

Sales has changed dramatically, but unfortunately, the teaching methods for sales newbies haven't. To get an updated look at new strategies for brand new sales reps, check out this book.

[Review excerpt:](#) "Scott has written the ultimate guide for everyone who wishes to succeed in sales."

20) [How You Make the Sale](#) by Frank McNair

Instead of hacks and quick tips, McNair covers the fundamentals of the selling process. If you're a first-year sales rep, these eight steps will give you a strong foundation to build on.

[Review excerpt:](#) "McNair redefines the sales aspect of the equation to providing service or a solution, which is and always has been the real focus of the world's great salespeople."