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# THE ART OF THE SALE

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“Salesmanship, too, is an art;  
the perfection of its technique  
requires study and practice.”  
- James Cash Penny



“Big companies are small companies that succeeded” - Robert Townsend

Key: (DH) Dix Hills Building  
(M) Melville Building

## **SELLING**

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“There is only one way... to get anybody to do anything.  
And that is by making the other person want to do it.”  
- Dale Carnegie

Brem, Marion Luna 2004  
***Women Make the Best Salesmen: Isn't It Time You Started  
Using Their Secrets?***  
658.85 BRE (M)

Burg, Bob 2006  
***Endless Referrals: Network Your Everyday Contacts Into Sales***  
658.85 BUR (DH)

Gitomer, Jeffrey H. 2005  
***Jeffrey Gitomer's Little Red Book of Sales Answers:  
99.5 Real World Answers That Make Sense, Make Sales,  
and Make Money***  
658.85 GIT (DH)

Gitomer, Jeffrey H. 2004  
***Jeffrey Gitomer's Little Red Book of Selling: 12.5 Principles of  
Sales Greatness: How to Make Sales Forever***  
658.85 GIT (DH)

Gitomer, Jeffrey H. 2008  
***Jeffrey Gitomer's Sales Bible: The Ultimate Sales Resource,  
Including the 10.5 Commandments of Sales Success***  
658.85 GIT (DH)

Hopkins, Tom 2006  
***Selling for Dummies***  
CD 658.85 HOP (DH)

Klein, Ruth 2006  
***The Everything Guide to Being a Sales Rep: Winning Secrets  
to a Successful - and Profitable - Career!***  
658.85 KLE (DH)

- Kimball, Bob 2004  
***Selling in the New World of Business***  
658.85 KIM (DH)
- Konrath, Jill 2005  
***Selling to Big Companies***  
658.81 KON (DH)
- Lee, Kendra 2005  
***Selling Against the Goal: How Corporate Sales Professionals Generate the Leads They Need***  
658.81 LEE (DH)
- Page, Rick 2003  
***Hope Is not a Strategy: The 6 Keys to Winning the Complex Sale***  
658.85 PAG (DH)
- Port, Michael 2006  
***Book Yourself Solid: The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even if You Hate Marketing and Selling***  
658.8 POR (DH)
- Oechsli, Matt 2005  
***The Art of Selling to the Affluent: How to Attract, Service, and Retain Wealthy Customers & Clients for Life***  
658.8348 OEC (DH)
- Rogoff, Edward G. 2006  
***The Entrepreneurial Conversation: The Powerful Way to Create Mutually Beneficial, Long-term Business Relationships***  
658.812 ROG (DH)
- Schiffman, Stephan 2005  
***Upselling Techniques (That Really Work!)***  
658.85 SCH (DH)
- Shell, G. Richard 2007  
***The Art of Woo: Using Strategic Persuasion to Sell Your Ideas***  
658.85 SHE (DH)

- Singer, Blair 2001  
***Sales Dogs: You Do Not Have to be an Attack Dog to be Successful in Sales***  
658.85 SIN (DH)
- Smith, Benson 2003  
***Discover Your Sales Strengths: How the World's Greatest Salespeople Develop Winning Careers***  
658.85 SMI (DH)
- Steinmetz, Lawrence L. 2006  
***How to Sell at Margins Higher Than Your Competitor: Winning Every Sale at Full Price, Rate or Fee***  
658.81 STE (DH)
- Sparks, Linda 2006  
***151 Quick Ideas to Increase Sales***  
658.85 SPA (DH)
- Sugars, Bradley 2006  
***Instant Sales***  
658.85 SUG (DH)
- Tracy, Brian 2004  
***Million Dollar Habits: Proven Power Practices to Double and Triple Your Income***  
658.85 TRA (DH)  
658.85 TRA (M)
- Wechsler, Warren 2004  
***Total Selling: A Step-by-Step Guide to Successful Sales***  
658.85 WEC (DH)
- Willingham, Ron 2006  
***The Inner Game of Selling: Mastering the Hidden Forces That Determine Your Success***  
658.85 WIL (DH)

# CUSTOMER SATISFACTION

“The well satisfied customer will bring the repeat sale that counts.”

- James Cash Penney

Beckwith, Harry 2003  
***What Clients Love: A Field Guide to Growing Your Business***  
658.802 BEC (DH)

Corbus, Andrew 2007  
***Reality Sells: How to Bring Customers Back Again and Again by Marketing Your Genuine Story***  
658.8 COR (DH)

Crawford, Gregg 2007  
***The Last Link: Closing the Gap That is Sabotaging Your Business***  
658.81 CRA (DH)

Denove, Chris 2006  
***Satisfaction: How Every Great Company Listens to the Voice of the Customer***  
658.812 DEN (DH)

Gordman, Robert 2006  
***The Must Have Customer: 7 Steps to Winning the Customer You Haven't Got***  
658.812 GOR (DH)

Green, Charles H. 2006  
***Trust-based Selling: Using Customer Focus and Collaboration to Build Long-Term Relationships***  
658.85 GRE (DH)

Kaplan, Steve 2005  
***Bag the Elephant!: How to Win & Keep Big Customers***  
658.812 KAP (DH)

Lublin, Jill 2008  
***Get Noticed--Get Referrals: Build Your Client Base and Your Business by Making a Name for Yourself***  
658.8 LUB (DH)

Marx, Steve 2007  
***Close Like the Pros: Replace Worn-Out Tactics with the Powerful Strategy of Interactive Selling***  
658.85 MAR (DH)

Miglani, Bob 2006  
***Treat Your Customers: Thirty Lessons on Service and Sales That I Learned at My Family's Dairy Queen Store***  
658.812 MIG (DH)

Norville, Deborah 2007  
***Thank You Power: Making the Science of Gratitude Work for You***  
179.9 NOR (DH)  
179.9 NOR (M)

Padwa, Lynette 2005  
***Say the Magic Words: How to Get What You Want from the People Who Have What You Need***  
658.812 PAD (DH)

Schmitt, Bernd 2003  
***Customer Experience Management: A Revolutionary Approach to Connecting with Your Customers***  
658.812 SCH (DH)

Stiff, Dan 2006  
***Sell the Brand First: How to Sell Your Brand and Create Lasting Customer Loyalty***  
658.827 STI (DH)

2006  
***Up Close & Personal?: Customer Relationship Marketing @ Work***  
658.812 UP (DH)

# SALES PRESENTATIONS

“If you would persuade, you must appeal to interest rather than intellect.”

- Benjamin Franklin

Etherington, Bob 2006

***Presentation Skills for Quivering Wrecks***

658.452 ETH (DH)

Gitomer, Jeffrey H. 2007

***Jeffrey Gitomer's Little Green Book of Getting Your Way: How to Speak, Write, Present, Persuade, Influence, and Sell Your Point of View to Others***

303.342 GIT (DH)

Jeary, Tony 2004

***Life is a Series of Presentation: 8 Ways to Punch Up Your People Skills at Work, at Home, Anytime, Anywhere***

651.73 JEA (DH)

DiResta, Diane 1998

***Knockout Presentations: How to Deliver Your Message with Power, Punch, and Pizzazz***

658.452 DIR (DH)

McClain, Gary R. 2007

***Presentations: Proven Techniques for Creating Presentations That Get Results***

658.452 MCC (DH)

Mills, Harry 2007

***Power Points!: How to Design and Deliver Presentations That Sizzle and Sell***

006.6869 POWERPOINT (DH)

Perlman, Alan M. 2006

***Perfect Phrases for Executive Presentations: Hundreds of Ready-to-Use Phrases to Use to Communicate Your Strategy and Vision when the Stakes are High***

658.452 PER (DH)

Schiffman, Stephan 2007  
***Sales Presentation Techniques (That Really Work!)***  
658.8101 SCH (DH)

Shell, G. Richard 2007  
***The Art of Woo: Using Strategic Persuasion to Sell Your Ideas***  
658.85 SHE (DH)

Sjodin, Terri L. 2001  
***New Sales Speak***  
658.85 SJO (DH)  
658.85 SJO (M)

Souter, Nick 2007  
***Persuasive Presentations: How to Get the Response You Need***  
658.452 SOU (DH)

## **WRITING FOR RESULTS**

“If you find your own writing boring, so will somebody else.”  
- Michael Dirda,  
Washington Post Columnist

Brittney, Lynn 2000  
***E-mail and Business Letter Writing***  
808.0666 BRI (DH)

Chambers, K. Dennis 2008  
***The Entrepreneur's Guide to Writing Business Plans  
and Proposals***  
658.4012 CHA (DH)

Gewirtz, Adina 2007  
***How to Say It Business Writing that Works: The Simple,  
10-step Target Outline System to Help You Reach Your  
Bottom Line***  
808.06665 GEW (DH)

Hogan, R. Craig 2005  
***Explicit Business Writing: Best Practices for the Twenty-  
First Century***  
808.06665 HOG (DH)

Lindsell-Roberts, Sheryl 2004

***Strategic Business Letters and E-mail***

651.75 LIN (DH)

Locker, Kitty O. 2004

***Business Communication: Building Critical Skills***

q651.7 LOC (DH)

McKay, H. Dean 2007

***Business Words You Should Know: From Accelerated Depreciation to Zero-based Budgeting: Learn the Lingo for Any Field***

650.03 MCK (DH)

Meyer, Verne 2008

***Business and Sales Correspondence: Trait-based Strategies That Improve Writing and Save Time***

808.06665 MEY (DH)

Meyer, Verne 2006

***Writing Effective E-mail: Practical Strategies for Strengthening Electronic Communication***

651.79 MEY (DH)

Schiffman, Stephan 2007

***E-mail Selling Techniques: That Really Work!***

658.872 SCH (DH)

Sheldon, George 2007

***Sales & Pitch Letters for Busy People: Time-saving, Money-making, Ready-to-use Letters for Any Prospect***

659.133 SHE (DH)

Steele, Jeffrey 2006

***Email: The Manual: Everything You Should Know About Email Etiquette, Policies and Legal Liability Before You Hit Send***

808.0666 STE (M)

Vitale, Joe 2007

***Hypnotic Writing: How to Seduce and Persuade Customers with Only Your Words***

659.1 VIT (DH)

## Half Hollow Hills Community Library

Dix Hills Building  
55 Vanderbilt Parkway  
Dix Hills, NY 11746  
631 421-4530

Melville Building  
510 Sweet Hollow Road  
Melville, NY 11747  
631 421-4535

<http://hhhl.suffolk.lib.ny.us>

Compiled by  
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All listed titles are the most current  
available at the time of printing.