



COLD CALL LIKE A BOSS

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Recommended Reading List and Podcasts

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Recommended Reading

Authentic Happiness – Martin E. P. Seligman

The Jelly Effect – Andy Bounds

Think and Grow Rich – Napoleon Hill

Start with Why – Simon Sinek

Selling with NLP – Kerry L Johnson

Objections – Jeb Blount

Who Moved My Cheese – Dr Spencer Johnson

Persuasion – James Bourg

The Experience Economy – B. Joseph Pine ii

Fanatical Prospecting – Jeb Blount

Cold Calling for Chickens – Bob Etherington

The Sales Bible – Jeffrey Gitomer

The Pirates Guide to Sales – Tyler Menke

Secrets of Successful Sales – Alison Edgar

The Challenger Sales – Matthew Dixon

The Sales Plan – Carlos Horner

Sales Mind – Helen Kensett

Sales EQ – Jeb Blount

Useful websites

Ted.com

Businessballs.com

Salesgravy.com

6thdoor.com/blog

Thesalesdojo.com

Podcasts



Grade how successful you want to be 1 – 10 (____)

How much personal development do you currently invest in? 1 – 10 (____)

Your success is directly correlated to your personal development levels. These should always include support as well as self-learning/growing.

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