

## **Books About Selling (September 10, 2025)**

The granddaddy books:

- **How to Win Friends and Influence People** by Dale Carnegie  
*The original playbook for relationship-driven selling and influence.*
- **The Psychology of Selling** by Brian Tracy  
*Focuses on mindset, motivation, and closing techniques that scale.*
- **Influence: The Psychology of Persuasion** by Robert Cialdini  
*Introduces six principles of persuasion—essential for any outreach strategy.*

After the Granddaddy books, There's a wide range of subjects.

I have read these books in the past and am reading others now. I find that picking a topic area like *Sales Performance* and sampling the first 50 pages to get a flavor for the book is very helpful.

Books in the *sales performance* area or the *strategic* area are not to be read in one sitting. So, you sample them and then come back to them in an orderly way—or at least that's my recommendation.

All these books are available on Amazon in both digital and printed formats.

## **Book Categories**

### **Inspirational**

*Selling You by Napoleon Hill*

### **Strategic**

*SPIN Selling by Neil Rackham*

*Selling Technology the Sandler Way*

*Selling To Big Companies by Jill Konrath*

### **Tactical**

*Cold Calling Sucks (And That's Why It Works) by A. Farrokh and N. Cegelski*

### **Measuring Performance**

*Cracking the Sales Management Code by Jason Jordan & Michelle Vazzana*

*Sales Management That Works by Frank Cespedes*

If you have suggestions about other books to include in the next list, drop me a note.

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