



Social Sales Link™

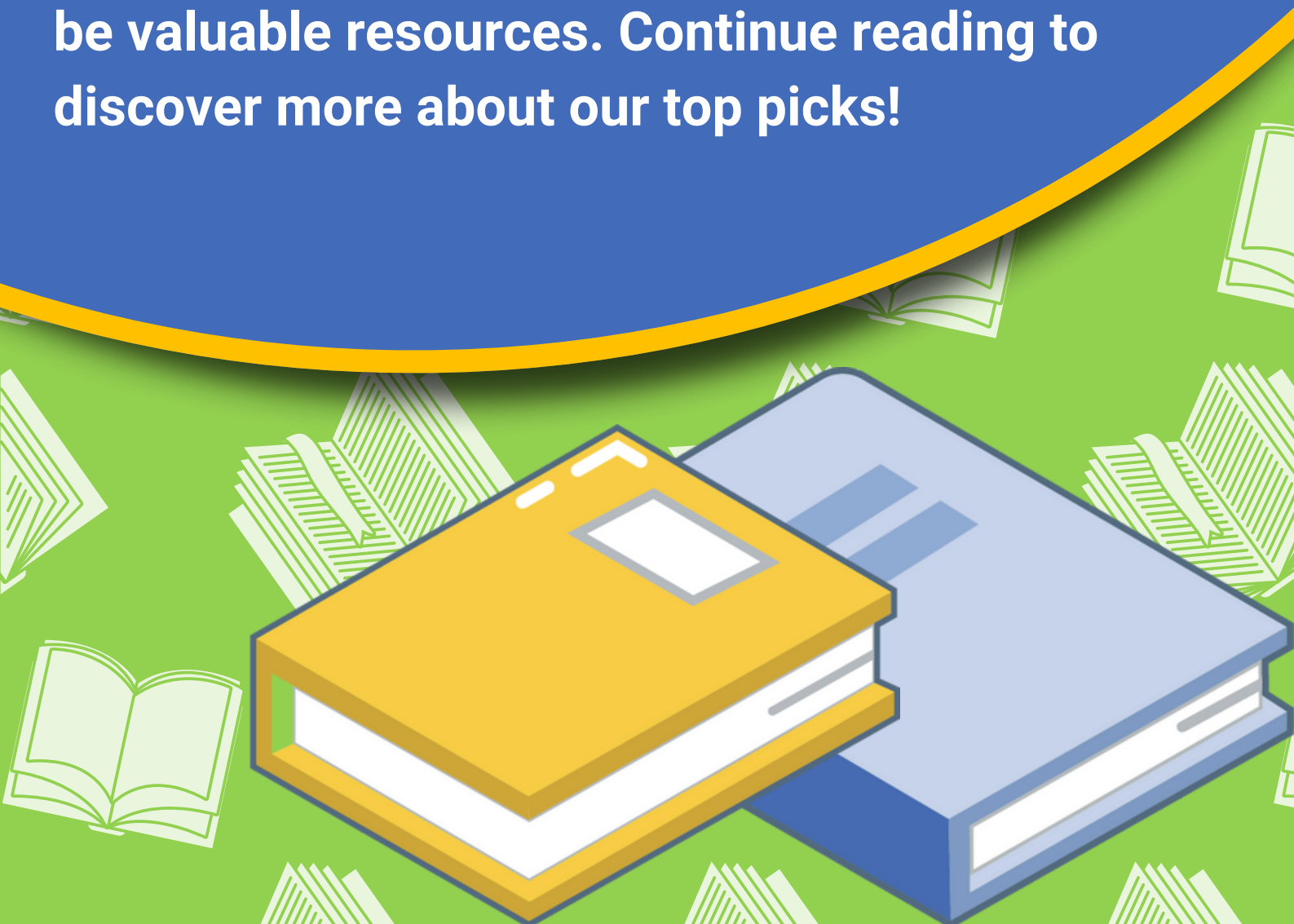
# Top 10

## Sales Books to Buy on Cyber Monday



**Cyber Monday is a well-known day for online shopping, and it presents an excellent opportunity to enrich your personal library with new books.**

**In this eBook, we have curated a list of top 10 sales books that we believe every salesperson and sales manager should keep on their bookshelf. These books have influenced us personally and have proven to be valuable resources. Continue reading to discover more about our top picks!**



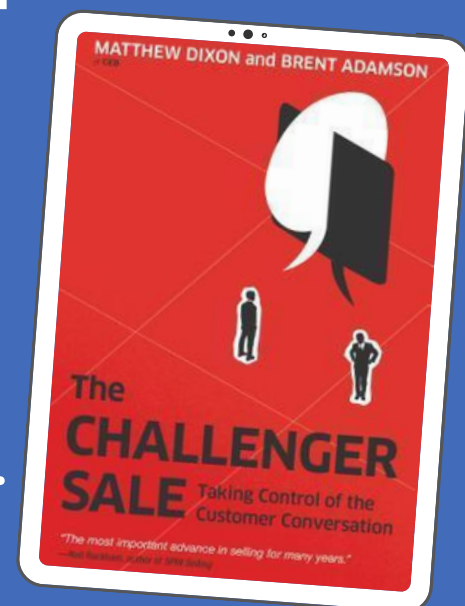
# 1 The Challenger Sale: Taking Control of the Customer Conversation by Matthew Dixon and Brent Adamson

 [Buy Now](#)

This book stands as one of three foundations in our approach at Social Sales Link.

"The Challenger Sale" by Matthew Dixon and Brent Adamson is a must-read for all sales professionals and sales managers. It provides a deep understanding of the psychology behind successful selling and how to challenge clients to think differently.

The book teaches you how to deliver insights that will create a more valuable experience for your clients and differentiate you from your competition.



# 2

## The Little Black Book of Connections: 6.5 Assets for Networking Your Way to Rich Relationships by Jeffrey Gitomer

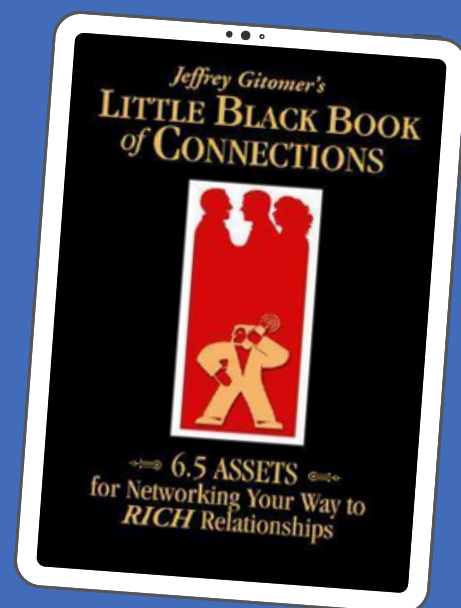


**Buy Now**

This book is one of the most important books that we follow in our approach.

Gitomer's emphasis on building strong relationships and focusing on those who know you really strikes a chord with us.

It's an excellent guide for sales professionals, reinforcing the importance of a value-driven approach for effective networking and market engagement.



# 3

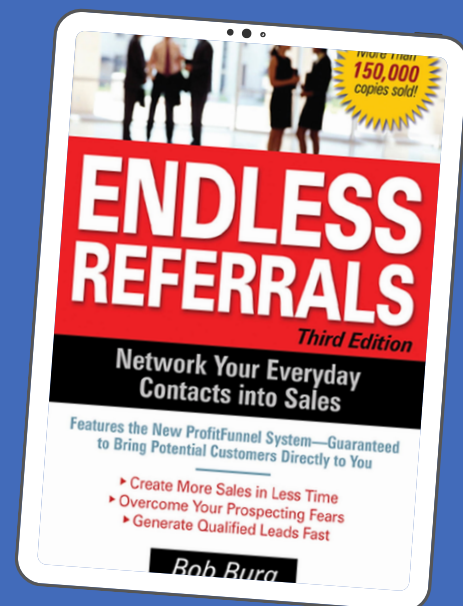
## Endless Referrals by Bob Burg

 [Buy Now](#)

It is one of the three foundational books at Social Sales Link and holds a pivotal role.

Bob Burg, known for his book 'The Go-Giver,' uniquely shapes our LinkedIn strategies in 'Endless Referrals.'

This book has a profound impact on leveraging social connections, enhancing social proximity, and unlocking LinkedIn's true potential. It is an indispensable read for sales professionals and managers.



# 4

## The Go-Giver, Expanded Edition: A Little Story About a Powerful Business Idea by Bob Burg and John David Mann

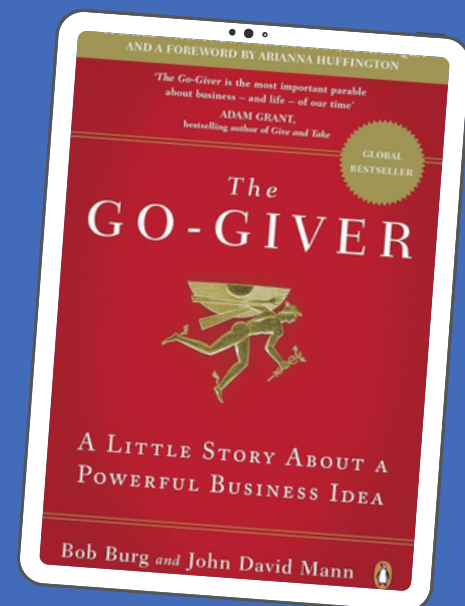


**Buy Now**

The Go-Giver by Bob Burg and David Mann is a staple for sales professionals and managers.

This transformative fable takes you from being a go-getter to a Go-Giver, illustrating how generosity influences business growth without sacrificing the art of closing deals.

It is an essential read for mastering the balance between giving and closing.



# 5

## Whale Hunting: How to Land Big Sales and Transform Your Company by Barbara Weaver Smith



**Buy Now**

This book is a must-read book for sales professionals and managers who want to learn how to land big sales and transform their company.

The book provides valuable insights and lessons on how to work as a team and close really big business, using the story of the Inuit Eskimos in Alaska and their unique hunting practices.

It's an inspiring and informative read that can help sales teams achieve greater success.



# 6

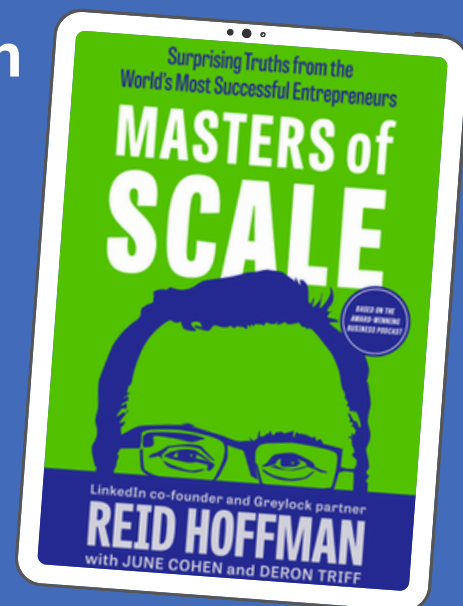
## Masters of Scale: Surprising Truths from the World's Most Successful Entrepreneurs by Reid Hoffman



**Buy Now**

This book offers insights for sales professionals and managers from successful entrepreneurs, including Airbnb and Uber founders, who share their journeys to scale.

It's a compilation of inspiring stories that can help sales professionals learn from the experiences of others and grow their businesses.





# 7

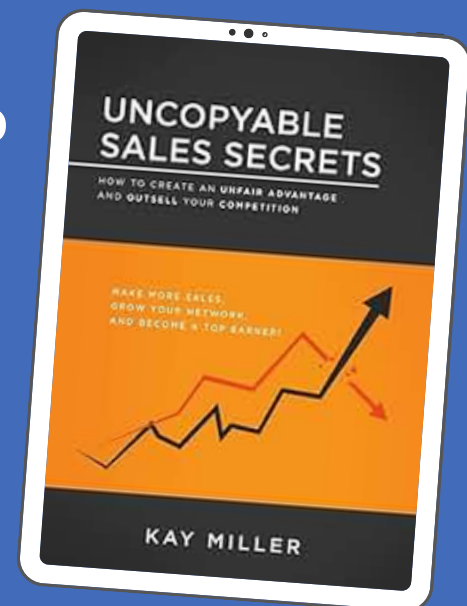
## Uncopyable Sales Secrets: How to Create an Unfair Advantage and Outsell Your Competition by Kay Miller

 **Buy Now**

A must-read for sales professionals and managers, this book offers a unique perspective on sales, focusing on creating an unfair advantage and outselling the competition.

The author shares her own experiences in male-dominated industries and teaches readers how to define their ideal clients and effectively follow up.

Recommended for anyone looking to improve their sales skills.



# 8

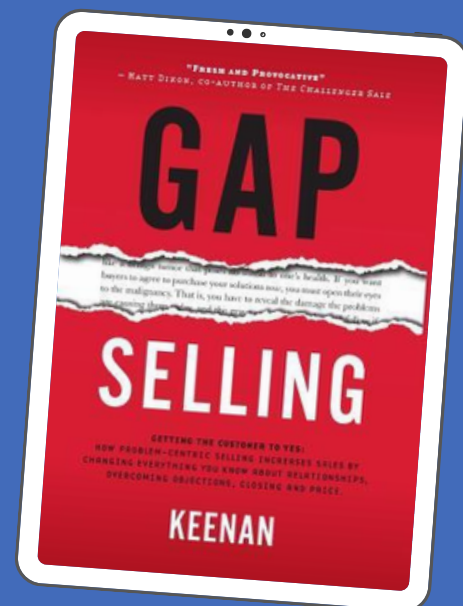
## Gap Selling: Getting the Customer to Yes: How Problem-Centric Selling Increases Sales by Changing Everything You Know About Relationships, Overcoming Objections, Closing and Price by Keena

➤ **Buy Now**

**Spoiler alert: The author swears a lot, but don't let that put you off.**

**GAP Selling offers a fresh perspective on sales, centered around solving customer problems and building relationships.**

**Keenan provides tactics and strategies that challenge traditional sales methods, making it a must-read for sales professionals and managers looking to improve their skills and take their careers to the next level.**



# 9

## Everybody Writes: Your New and Improved Go-To Guide to Creating Ridiculously Good Content by Ann Handley



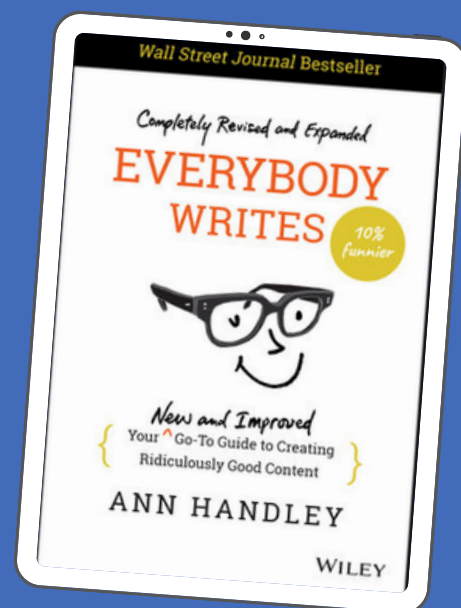
**Buy Now**

This book is a game-changer for sales professionals and managers diving into social selling.

With a fresh second edition, it emphasizes that anyone can create compelling content.

Loaded with practical frameworks, it's a witty guide that fosters a content-producing mindset.

A must-have for those seeking to up their game in social selling.



# 10

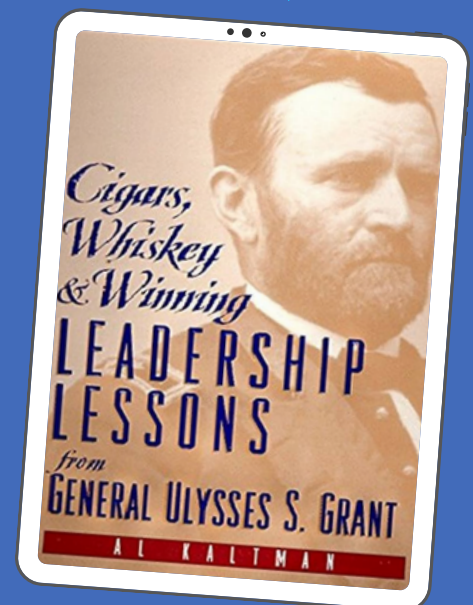
## Cigars, Whiskey and Winning: Leadership Lessons from General Ulysses S. Grant by Al Kaltman

➤ **Buy Now**

It is an unconventional gem for business leaders and, surprisingly, sales professionals.

With 250 practical lessons, it's not just a history book; it's a guide to timeless business wisdom.

Recommended for those seeking unique insights and leadership inspiration.



# BONUS!

## Other Sales Book that's worth a look:

- **BusinessOutside: Discover Your Path Forward** by Bart Foster ([Buy Now](#))
- **DISCOVER Questions Get You Connected: for professional sellers** by Deb Calvert ([Buy Now](#))
- **Do It! Marketing: 77 Instant-Action Ideas to Boost Sales, Maximize Profits, and Crush Your Competition** by David Newman ([Buy Now](#))
- **Small List, Big Results: Launch a Successful Offer No Matter the Size of Your Email List** by Robbie Samuels ([Buy Now](#))



Connect with Us!



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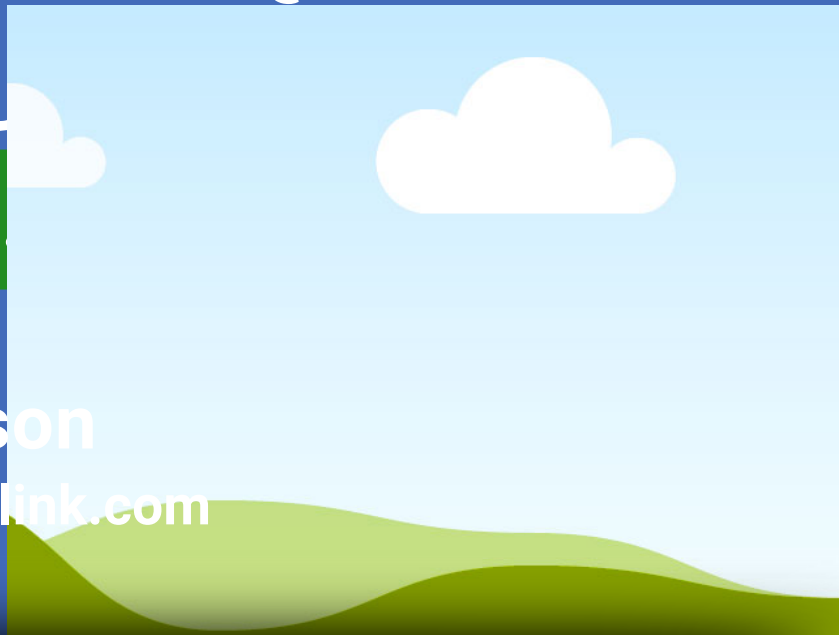
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