



# Shelf Help

From Warren Buffett's must-read, to the tome that finally gives sales legends some respect, these eight volumes belong in everyone's briefcase. *By Jia Lynn Yang*



## BIRTH OF A SALESMAN: THE TRANSFORMATION OF SELLING IN AMERICA

by Walter A. Friedman

A welcome history of a much-maligned profession, overflowing with colorful characters. Friedman traces the origins of the modern organized sales force, a "uniquely American story" that began at the turn of the 20th century as companies needed to efficiently sell the larger numbers of business machines, cars, and appliances they were producing.



## THE NEW STRATEGIC SELLING

by Robert B. Miller and Stephen E. Heiman

First published in 1985, this classic (and dense) how-to demystifies bagging big, thorny sales that require months of preparation and strategizing. Miller and Heiman focus on selling without manipulating by homing in on what's mutually beneficial for both sides.



## PRESENTING TO WIN

by Jerry Weissman  
After all the cold calls and badgering via e-mail, you've

gotten your meeting. But now you have to present. Consultant Jerry Weissman explains how to turn your pitch into a great story and avoid "death by PowerPoint."



## GETTING TO YES: NEGOTIATING AGREEMENT WITHOUT GIVING IN

by Roger Fisher and William Ury

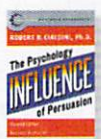
To be a good negotiator you have to be at once hard-nosed and flexible. Fisher and Ury argue that the essence of principled negotiation is "being open to persuasion by objective facts," saying, for instance, "Let me show you where I have trouble following your reasoning," or "Correct me if I'm wrong ..."



## HUG YOUR CUSTOMERS

by Jack Mitchell  
Warren Buffett's take: "It's a gem. I wish everyone at

Berkshire would follow his advice—we would own the world." Jack Mitchell, a CEO who runs high-end Connecticut clothing retailer Mitchells/Richards, talks about the fundamental good habits of face-to-face sales. For starters, every morning he gets a printout of shoppers who have spent more than \$2,000 and writes them personal letters.



## INFLUENCE: THE PSYCHOLOGY OF PERSUASION

by Robert B. Cialdini

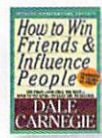
This book is usually shelved in bookstores under the psychology section, not in business or sales, but the nuggets inside are invaluable for anyone in the business of changing minds.



## SELLING TO BIG COMPANIES

by Jill Konrath  
Laying the groundwork for snagging a huge contract

requires a different approach. Jill Konrath discusses how to break a large company into "bite-sized pieces," including all the early steps, like how to start scouting out local offices of a big company to understand the way it's structured overall.



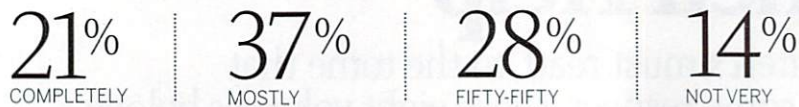
## HOW TO WIN FRIENDS & INFLUENCE PEOPLE

by Dale Carnegie  
A former bacon and lard salesman

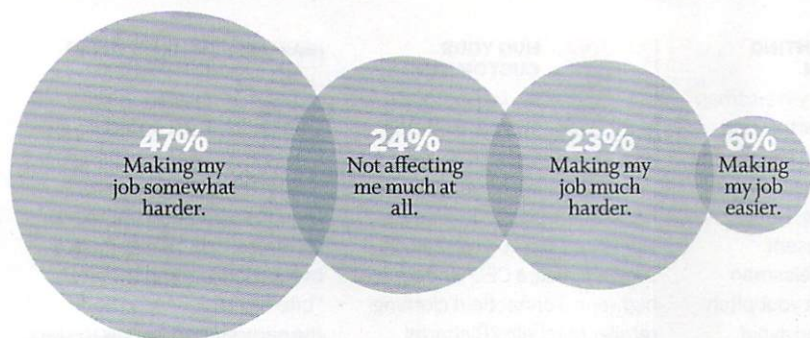
for Armour & Co., Carnegie wrote this classic during the Great Depression for those in search of self-improvement. Carnegie's big idea: By changing your actions, you change the reactions of others. Seventy-two years later his thesis holds up. After all, it doesn't matter how compelling your pitch is; if people don't like being around you, they won't buy whatever it is you're selling.



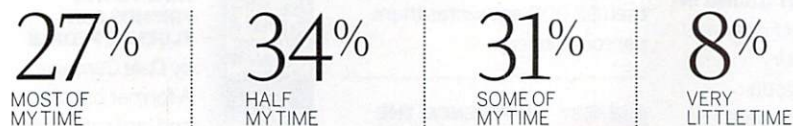
**HOW CONFIDENT ARE YOU THAT YOU WILL MEET YOUR SALES TARGETS FOR 2008?**



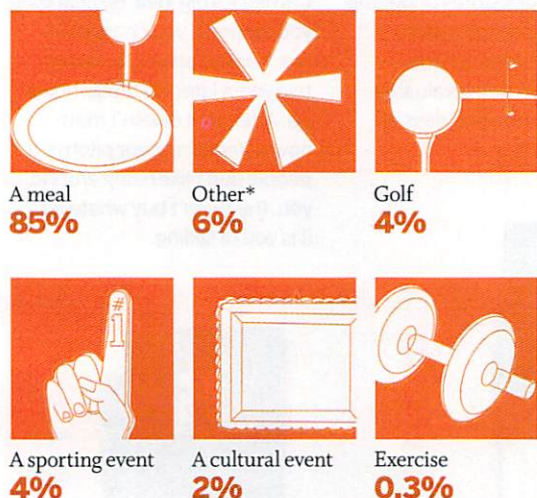
**THE CURRENT ECONOMY IS:**



**HOW MUCH TIME DO YOU SPEND OUT OF YOUR OFFICE ON BUSINESS?**



**WHEN I TAKE CLIENTS OUT, IT IS MOST LIKELY TO ...**



\* OTHER RESPONSES: "Pubs and bars." "Company-sponsored events." "Coffee." "Almost all of the above."

**I PRIMARILY USE SOCIAL NETWORKING WEBSITES ...**



**STRANGEST REASON I EVER LOST A SALE**

"I answered the phone after hours. The client wanted to speak to a machine."

"Primary contact was murdered."

"Customer said my accent was not real."

"Customer thought I was snooping around his office."

"The spiritual counselor of the customer told him to go with our competitors."

"His wife had been taken to an asylum."

"I was taller than the client, and they didn't like it."

**HARDEST THING I'VE EVER SOLD**

"Meat packages out of the back of a pickup truck door-to-door in Ohio."

"Mineral additives to polyolefins."

"Disposable guitars."



QUESTIONS WERE ASKED IN AN E-MAIL SURVEY BETWEEN JULY 7 AND AUG. 4, 2008. 305 COMPLETED RESPONSES WERE RECEIVED DURING THAT TIME.