

# Top 10 Sales Books You Need to Read 2021 Checklist

- 1. The Art Of War
- 2. Active Listening 2.0: Overcoming Stalls and Objections by Asking the Right Questions at the Right Time
- 3. Meditations: Adapted for the Contemporary Reader
- 4. The Five Dysfunctions of a Team: A Leadership Fable
- 5. Little Red Book of Selling: 12.5 Principles of Sales Greatness
- 6. The Challenger Sale: Taking Control of the Customer Conversation
- 7. Selling To VITO (The Very Important Top Officer)
- 8. Emotional Intelligence for Sales Success: Connect with Customers and Get Results
- 9. The New Solution Selling: The Revolutionary Sales Process That is Changing the Way People Sell
- 10. Zig Ziglar's Secrets of Closing the Sale: For Anyone Who Must Get Others to Say Yes