

Recommended Reading SHORT List by Category

Categories

Sales Skills	1
Presentations, Presentation Skills	1
Questioning, Decision Making Skills	2
Storytelling Skills	2
Persuasion Skills	2
Life Skills, Personal Performance	2

Sales Skills

Power Questions: Build Relationships, Win New Business and Influence Others

By Andrew Sobel

Start with Why: How Great Leaders Inspire Everyone to Take Action

By Simon Sinek

To Sell is Human: The Surprising Truth About Moving Others

By Daniel Pink

What Great Salespeople Do: The Science of Selling Through Emotional Connection and the Power of Story

By Michael Bosworth

Presentations, Presentation Skills

Impossible to Ignore: Creating Memorable Content to Influence Decisions

By Carmen Simon

Resonate: Present Visual Stories that Transform Audiences

By Nancy Duarte

Recommended Reading SHORT List by Category

Questioning, Decision Making Skills

A More Beautiful Question: The Power of Inquiry to Spark Breakthrough Ideas

By Warren Berger

Predictably Irrational: The Hidden Forces That Shape Our Decisions

By Dan Ariely

Storytelling Skills

Conversations That Win the Complex Sale: Using Power Messaging to Create More Opportunities, Differentiate your Solutions, and Close More Deals

By Erik Peterson

Lead with a Story: A Guide to Crafting Business Narratives That Captivate, Convince, and Inspire

By Paul Smith

Persuasion Skills

Artful Persuasion: How to Command Attention, Change Minds, and Influence People

By Harry Mills

Influence: The Psychology of Persuasion

By Robert B. Cialdini

Life Skills, Personal Performance

Decisive: How to Make Better Choices in Life and Work

By Chip Heath and Dan Heath

Focus: The Hidden Driver of Excellence

By Daniel Goleman

Just Listen: Discover the Secret to Getting Through to Absolutely Anyone

By Mark Goulston

Made to Stick

By Chip Heath & Dan Heath