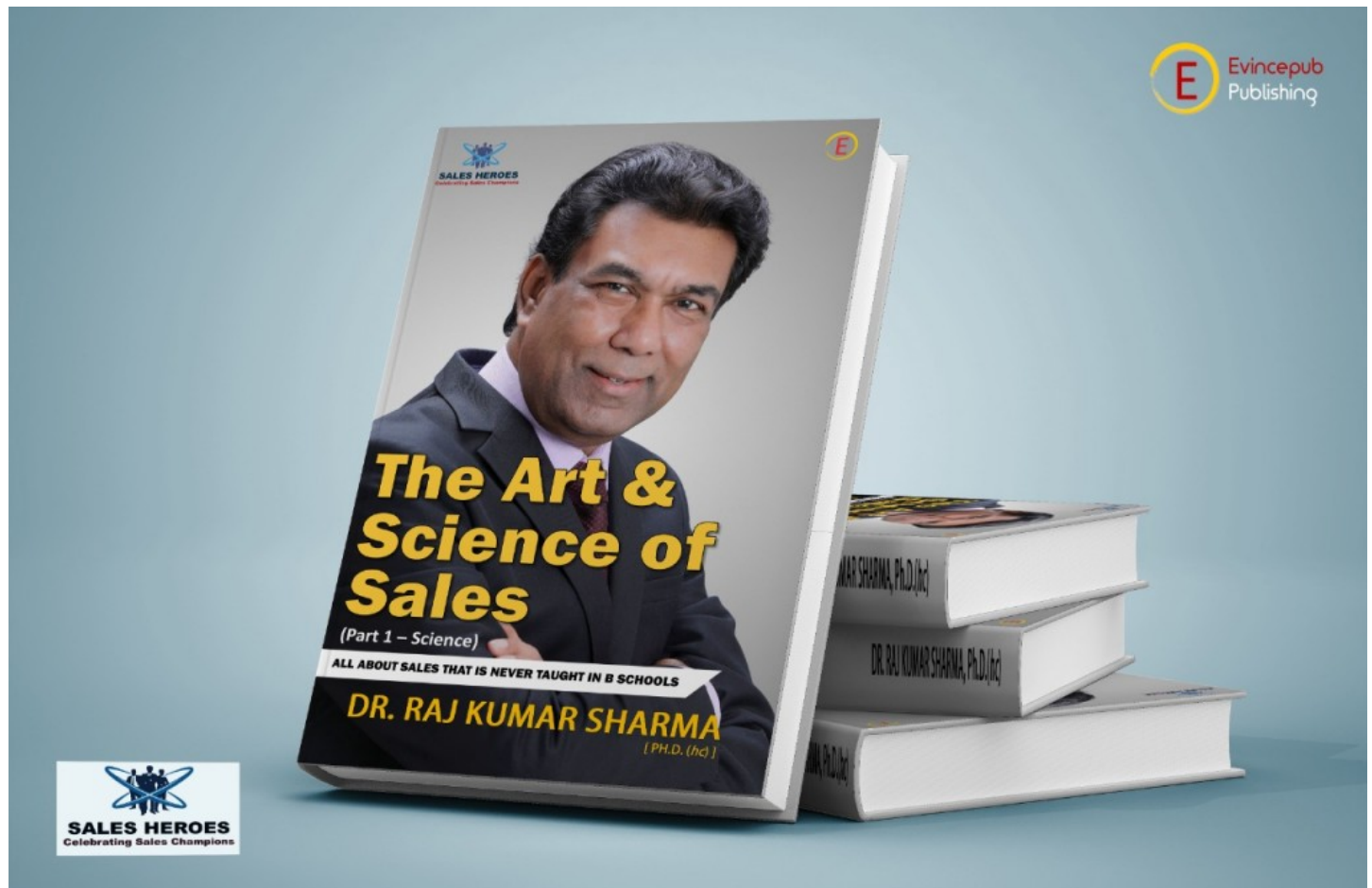


Top 5 Sales Management Books | The Art & Science of Sales by Dr. Raj Kumar Sharma is no 4

The Art & Science of Sales by Dr. Raj Kumar Sharma is in Top 5 Sales Management Books



Delhi, India Sep 17, 2022 ([Issuewire.com](https://www.issuewire.com)) - Sales Heroes - Dr. Raj Kumar Sharma - <https://salesheroes.in/>

Sales heroes is a pioneering initiative by the Visionary Sales Thought Leader Dr. Raj Kumar Sharma Author | Sales Thought Leadership | Business Re-invention Expert | Customer Relationship Guardian with over 39 years of Sales leadership experience in Companies like NTT Limited, Microsoft Corporation India, Tata Consultancy Services Ltd and few more.

Sales Heroes is a platform to share and collaborate with Sales Leaders globally with just one Singular Mission: Empower the sales community and new budding Sales Persons by sharing the knowledge and experiences of sales leaders from various sales industries. To create a platform that promotes knowledge sharing and builds a community of sales professionals. Over 35 years of disruptive [Sales](#) strategies have taught Raj One Thing: How to craft the perfect pitch that guarantees 99% closures deal after deal. Extraordinary Sales Leadership record is always punctuated with stellar high performing terms; Raj has always focused on the out-performing competition with the help of his sales warriors who step into the game with a singular focus. Raj is your go-to-go guy if you wish to re-invent your sales teams and achieve 10X business growth at rocket speed.

Press Release

Top 5 Best Books on How to Sell -

Source <https://speaktovikram.com/top-5-best-books-on-how-to-sell/>

Introduction – Best Books on How to Sell

How do I sell? This is the concern that practically all aspiring business owners and salespeople have. Selling is the key element, and the sales department is crucial to every business. Each of us must begin somewhere and in some way. Some “salespeople” are created, while others are born with the trait. Top 5 Best Books on How to Sell are included in this article to assist you in learning more about sales and its management. These books will undoubtedly provide you with the greatest lessons to help you develop, whether you are a salesperson or the manager of your sales staff.

Why reading is important for salespeople?

There is always space for improvement, regardless of whether your sales force is converting leads at a record rate or having trouble meeting objectives. New perspectives and insights may be helpful for team members at all levels, from directors and managers to consultants and reps. The best sales books should be your top priority to read if you're in sales and this is your first year on the job. The methods and strategies of some of the brightest minds in sales are accessible to you thanks to superb sales books. Even average sales books and there are many of them, frequently include some helpful tactics and advice.

Top 5 Best 'How to Sell Books' of all TimeSales Management by Brian Tracy

Brian Tracy is one of my favorite authors in this genre. THE BRIAN TRACY SUCCESS LIBRARY Powerful, practical and pocket-sized, THE BRIAN TRACY SUCCESS LIBRARY is a fourteen-volume series of portable, hardbound books that interweave nuggets of Tracy's trademark wisdom with engaging real-life examples and practical tools, tactics, and strategies for learning and honing basic business skills. This is a powerful, handy, reference series for managers, professionals, employees—just about anyone who wants a quick, easy, reliable, and effective overview of and insights into aspects critical to business. 'Sales Management is the one book among those which is made for Sales Managers especially. This book explains how to manage your sales staff.

Book Title: Sales Management: The Brian Tracy Success Library

Author: Brian Tracy

Publisher: Manjul Publishing House (26 February 2018)

Amazon Link: <https://www.amazon.in/dp/9387383067>

The Little Red Book of Selling by Jeffrey Gitomer

Until now, there has been no definitive “little red book” for the millions of salespeople across the globe. In the tradition of Harvey Penick's Little Red Book, a New York Times bestseller and the best-selling sports book of all time. The Little Red Book of Selling by sales master Jeffrey Gitomer fills that void with an edgy, practical, and fun resource that salespeople will love-and sales managers will buy by the case. Salespeople hate to read. That's why The Little Red Book of Selling is short, sweet, and to the point. It's

packed with answers that people are searching for in order to help them make sales for the moment and for the rest of their lives. In *The Little Red Book of Selling* salespeople will learn why sales happen and the philosophy of success-long term, relationship-driven, and referral oriented-nothing to do with manipulation or other seedy tactics. It has everything to do with understanding buying motives and taking ethical actions.

Book Title: *The Little Red Book of Selling*

Author: Jeffrey Gitomer

Publisher: Bard Press; 1st edition (25 September 2004)

Amazon Link: <https://www.amazon.in/dp/1885167601/>

The Greatest Salesman in The World by Og Mandino

Each generation produces its “literature of power”. This type of writing literally has the power to change the reader’s life. In this tradition. *The Greatest Salesman in the World* is destined to influence countless lives. Here is the legend of Hafid, a camel boy of two thousand years ago, and his burning desire to improve his lowly position in life. To prove his potential ability, he is dispatched from Bethlehem by his master, the great caravan merchant, Pathros, to sell only one robe. He fails and instead, in a moment of pity, gives the robe to warm a newborn baby in a cave near the inn. Hafid returns to the caravan in shame but is accompanied by a bright star shining above his head. This phenomenon is interpreted by Pathros to be a sign from the gods and he gives Hafid ten ancient scrolls, which contain the wisdom necessary for the boy to achieve all his ambitions.

Book Title: *The Greatest Salesman In The World*

Author: Og Mandino

Publisher: Jaico Publishing House; First edition (25 August 2007)

Amazon Link: <https://www.amazon.in/dp/8179926877>

The Art & Science of Sales by Dr. Raj Kumar Sharma

People who aspire to advance in their careers in sales will find this book to be of great assistance. The author has provided extremely clear explanations of the sales process, the value of planning, and the first encounter in the sales process. This is one of the most crucial aspects of the sale; if it succeeds, your chances of closing the transaction increase by 50%. The remainder of the subject is likewise quite intriguing. One will believe this book will benefit professionals who want to advance in their own disciplines as well as sales professionals. A fantastic book for anyone looking to advance their sales careers. The explanations of each idea were excellent. The whole novel keeps you interested.

Book Title: *The Art & Science of Sales*

Author: Dr. Raj Kumar Sharma

Publisher: Evincepub Publishing (1 January 2020)

Amazon Link: <https://www.amazon.in/dp/9390197236>

You Can Sell by Shiv Khera

One of the Top 5 Best Books on How to Sell. It is often said that in order to succeed, one needs to learn the 'tricks of the trade'. However, this is not true. Good professionals learn the trade. This is what You Can Sell teaches you how to do-to gain a thorough knowledge of the trade, a better understanding of the task at hand, and sell your way to success. This book explains how to:· Gain success and avoid pitfalls· Meet and exceed goals· Establish credibility and grow· Gain a competitive edge· Learn the qualities of a winning professional.

Book Title: You Can Sell:: Results are Rewarded, Efforts Aren't

Author: Shiv Khera

Publisher: Bloomsbury India; 1st edition (1 January 2001)

Amazon Link: <https://www.amazon.in/dp/9382951946/>

I'm hoping these 'Top 5 Best Books on How to Sell' will assist you to advance your sales profession. It's critical to continuously study new methods, techniques, and methodologies that can advance your sales craft if you want to develop as a sales professional. Each of these books has a distinctive strategy for selling that might enhance your abilities.

Related Article: [Self Publishing: A Great choice of Up-and-Coming Authors](#)

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