



I am frequently asked which book I would recommend for beginning salespeople. My answer has not changed in many years. The first and most important book for any serious salesperson who truly wants to succeed in their career is Dale Carnegie's How to Win Friends & Influence People. This 1936 classic is truly the first of its kind and single-handedly launched the motivational/sales training industry.

Carnegie broke down his rules for influencing people into four categories that include 1) Fundamental Techniques in Handling People 2) Six Ways to Make People Like You 3) Win People to Your Way of Thinking and 4) Be a Leader. Amazingly, Carnegie's words offer enlightened ideas of the 21st century.

For example, the common expectation for handling "objections" in modern sales training is to have clever ideas and manipulative statements to get the sales prospect over to your way of thinking. Carnegie instead offers one simple piece of advice when he says "The best way to win an argument is to avoid one." This advice, like many other wise concepts offered by Mr. Carnegie, we should all heed.

The book really is not about sales leadership, but is rather a simple lesson in ways to deal better with people around you. That being noted, this is a must read for any salesperson serious about growing in their career. It is also an important book for all managers and business leaders as well for the book tells you how to capture the hearts of people around you. If you capture their hearts, your team will enthusiastically follow you into battle.

The simplicity of the principles make this an important and inspirational book. A nuclear physicist begins her education on the foundation of learning simple math. A high performance Sales Leader begins her education by embracing the foundation of Carnegie's timeless ideas about managing relationships with people.