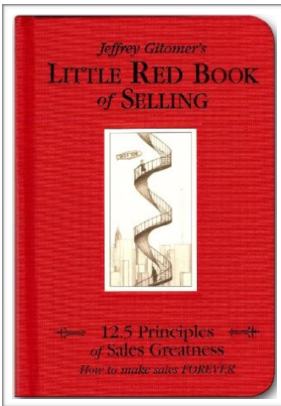


RECOMMENDED READINGS

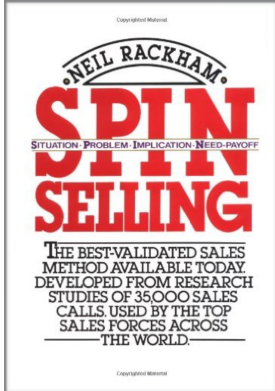
Sales



Little Red Book of Selling: 12.5 Principles of Sales Greatness

by Jeffrey Gitomer

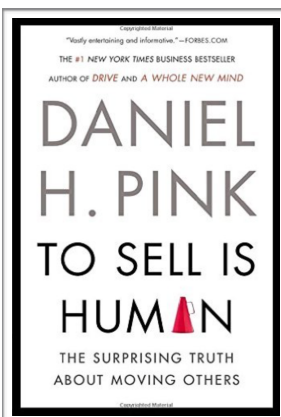
Why Barney Likes It: This book is part technique and part motivation. There are hundreds of these kinds of books out there but I like this one the best. One of the genius things Gitomer does is to sell us while he is talking about selling. I do like that he emphasizes that winning in sales is a long term proposition. You'll find many tips that you can use immediately.



Spin Selling

by Neil Rackham

Why Barney Likes It: On the other end of the spectrum is this book. The author has studied thousands of sales calls, and has come up with a system for making effective presentations and turning them into sales. So this book is more 'science' and less 'art'. This is a good read for those interested in relationship selling and selling to large customers.

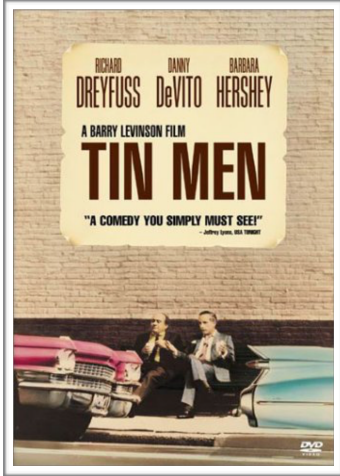


To Sell is Human: The Surprising Truth About Moving Others

by Daniel H. Pink

Why Barney Likes It: This is not a "how to" book about selling. Rather Pink makes the point that we are all salespeople in one way or another. If you are uncomfortable with the idea of being a salesman yet you find yourself owning a business, this book will help you explore ways to get comfortable. I love the section about what to do after the elevator speech.

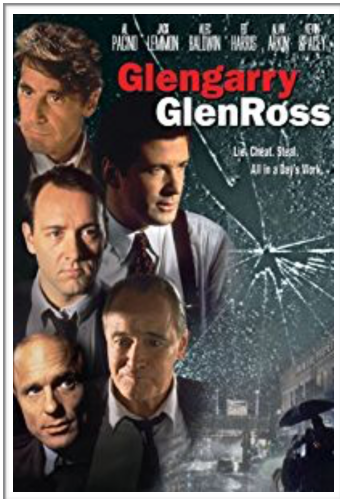




Tin Men (Suggested Viewing)

Movie with Richard Dreyfuss, Danny DeVito, and Barbara Hershey

Why Barney Likes It: This film immortalizes a fast-talking, early-1960s breed of salesmen who pushed aluminum siding. Set in Baltimore, Dreyfuss and DeVito become mortal enemies and competitors after a minor fender-bender involving Dreyfuss' brand new Cadillac. The film has a fine-tuned streak of con artistry and hilarious, nit-picking dialog. It stereotypes sales people in a humorous way using many clichés that we are all familiar with. The heyday of these freewheeling salesmen didn't last; Maryland's Home Improvement Commission saw to that. So *Tin Men* reflects the wistful feeling of a golden age nearing its end.



Glengarry Glen Ross (Suggested Viewing)

Movie with Al Pacino, Jack Lemmon, Ed Harris, Alan Arkin, Kevin Spacey and Alex Baldwin

Why Barney Likes It: This is a great study of desperate men living on the edge. You'll find the quintessential swarthy, bottom feeding salesman, the salesman looking for any angle to snap out of his sales malaise, the scheming, conniving loser who will go to any lengths to move ahead, the mousy under achiever, easily swayed because of his lack of direction and the clueless office manager and whipping boy. The world of real estate sales will never be the same after you see this classic.