



Sales efficiency

Accelerants. 12 Strategies to sell faster, close deals faster, & grow your business faster. Michael A. Boylan. 2007. ISBN159184150X.

The abstract for this book promised that it should seem to be a very good complement to Rocket Builders Precision Sales and Marketing Program, as the subhead "sell faster, close deals faster, & grow your business faster" detailed our program results exactly. And yes, the 12 "rules" fit very well within our model.

Add-On Selling. How to squeeze every last ounce of sales potential from your calls. Jim Domanski. 2002. ISBN1881081117.

You may not have heard of this Canadian telesales expert, but you should. He is one of the businessbyphone.com authors and I received this and two other books in a clear out set from them. What a bargain! Not only does he cover add-on, cross-sell, upselling on the phone, he has sections for converting, inquiries, cancellations, complaints into sales. His approaches are just as useful face to face. A no nonsense straightforward easy read, this is a library keeper. His section on getting leads and referrals is bang on the money. Check out www.businessbyphone.com (This is treasure house for telesales answers)

Applying the Science of Six Sigma to the Art of Sales and Marketing. Michael J. Pestorius.

The title says sales and marketing, but only 1/3 of one of the 9 chapters deals with any kind of marketing at all. And that bit deals with using "spiffs" in the sales process. One thing we have learned at Rocket Builders in this Six Sigma journey is that marketing is a huge deep money hole for most organizations. Until a company realizes how much time, money and effort they are wasting in sub optimized sales and marketing they will continue to have sub optimal revenue and market results. Lesson learned, the book contains some decent collections of attributes and data to be used to select and measure sales persons in new product sales, sales competency, field-visits, territory planning and promotions. Get it from the library.

Bag The Elephant. Steve Kaplin. How to Win and Keep BIG Customers. 2005. ISBN 1885167628.

The first book I have found that squarely meets this topic on the nose. He has a website www.differencemaker.com with many resources and ways to buy this book. If you want to, need to or plain old wondered how to, Bag a Really BIG Customer, this is the resource for you. He has done it several times including Procter & Gamble. Very well



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laid out and readable book in a no nonsense style. It gives you the scoop in a great format and logical order. It is full of insights and real case study anecdotes. Best sales book this year for me.

Covert Persuasion. Psychological tactics and tricks to win the game. Kevin Hogan. ISBN 0470051418.

Well the title is enough to put many people off of this book! However it is well researched with terrific applicability to the intended audience, salespeople. You will find out the "why it works" for pretty well any sales and motivation approach you may have experienced or heard of and some you have not. Of particular use to me were the checklists of words and phrases that he collects from all sorts of places that help drive targets toward making a decision. I also learned about Option Attachment. This is where a buyer has two good choices, either of which are valid. However once a choice is made, the buyer can feel a sense of loss over the option not taken. This is a useful book, fairly easy to read. There are a few serious copy editing flaws which drove me to ask "what?" It may come from a bit over use of cut and paste from other books/articles he wrote that refer to topics not in the book.

Cross Selling Success. Ford Harding.2002. ISBN 9781580627054.

One of the hardest sales in a service business is to sell clients on related or alternative services that are different from what you were originally retained for. I have read many tracts on this subject, but until this book I had not found an author who understood the difficulty and could document successful approaches that still place the client first. This is not an easy read for some reason until you get well into it. However the suggestions and descriptions are real jewels and I am sure all of us can see ourselves in the mirror of reality in this book. It's a keeper and a classic resource. I found it new at www.bookcloseouts.com.

Get Clients Now! C.J. Hayden. 1999. ISDN 0814479928.

A 28 day marketing program for professionals and consultants is the subhead. This is an effective and efficient book. If you are in the services business, one of the better collections of good ideas and to dos we have run across. It is like having a sales coach on the line. Published by AMACom (American Management Association) it can be hard to get. Easy read, well laid out, direct and to the point. Selling is simple and she keeps it that way. I suggest this for your sales library since we all get lazy and forgetful at times.

How to Become a Rainmaker. Jeffrey J. Fox ISBN 078686595.

Rainmakers are the big contract persons in your sales organizations. Think of Al Pacino in Glengary Glenross. They never stop selling and are the go to guy when



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the deal has to be done to make or break the company. Fox has put together a small, great book that is a quick easy read ,yet well done. Any salesperson hoping to break into the top 5% group would benefit from this book. It is also useful if you need to hire great salespeople, this book shows you what to look for. Its a keeper for your bookshelf.

How To Sell More In Less Time With No Rejection. Using Common Sense Telephone Techniques. Art Sobczak. 2001. ISBN 1881081036.

The guru of telephone sales, Sobczak has squeezed lifetime of tips and techniques into this book. Like how to avoid the top ten mistakes made by sales people. or How to ask for, and get, more than expected.

For example:

" If I called you now and asked you if you would be interested in a product that would increase your revenue. would you take the call?"
or "I have something here that could potentially be of great value to you. I'd like to find out more about you to see if it's something you'd like more information on."
If you make a living using the phone, this book is one of the tools that you need beside you. Check out his website (www.businessbyphone.com Perhaps you better not leave your phone number yet.)

Little Red Book of Selling. Jeffrey Gitomer. 2004. ISBN 1885167601.

"People don't like to be sold...but they love to buy." Gitomer appears to be everywhere! A columnist in business papers (BIV is one), speaker at conferences, three websites (which you will probably buy from) he is prolific and guess what...very good. He authored the Sales Bible (and it is) as well as Customer Satisfaction is Worthless - Customer Loyalty is Priceless. For a hard core salesperson this is a personal library book , to be read and reread. That's why it is built as such as "tough" little book. Very easy to read and the ideas make just so much good sense.

No More Cold Calling. Joanne S. Black. 2006. ISBN 0446577790.

A logical extension of today's changing selling process is the idea of 100% referral business prospecting. A referral has almost zero cost of sales with about a 50% chance of closing. The author lays out a very clear model and method of implementing it. One must know what your Ideal customer looks like and be able to clearly articulate it to the potential referrer. Also you will need to have demonstrated true value for the person doing the referral (so that is just good business). A good point is that you are looking for just one or two referrals - do not be greedy and if they work out, you can come back. Let the referring party know what occurred and send thanks. Very useful book, easy read, with clear guidelines for sales people and sales managers. This is not easy, but a definite payoff for the careful reader. One for your library.



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Persuasive Business Proposals. Writing to win more customers, clients and contracts. Tom Sant. 2004. ISBN 0814471536.

T. Sant has been around for quite some time and publishes a good newsletter, website, blog and software tool to aid in writing proposals. This book has something for all of us in the business and I recommend it as one of your valuable and well thumbed library resources. Even if you never respond to an RFP this proposal checklist and methods of approach are priceless. He is a good writer and his short but concise chapters on clear writing are among the best I have read.

Power Base Selling. Jim Holden. 1992. ISBN 0471327336

Secrets of an Ivy League Street Fighter. A no nonsense classic in enterprise B2B sales. Holden has two other books on his website <http://www.holdenintl.com/publications.aspx>. This is the playbook for not only different strategies to get in, secure and win an account, but how to salvage or savage a sale going to a competitor. I recognized that some of these tactics had been used against me. Learned a great lesson on how to inoculate your client against competitors seeking to wrest the business from you. He shows you how to locate The Fox in companies, the behind the scenes power player who can introduce you to the internal politics of the company. A "pure" sales book likening the salesperson to solo warrior chief. A very good book, simple, easy to read and absolutely full of terrific guidance. Should be part part of every sales person's road library and read often

Selling to Vito (The Very Important Top Officer)1999. Antony Parinello. ISBN 1-58062-224-0.

Parinello specializes in prospecting and selling to the hardest to reach, the top decision makers. If your salespeople are guilty of selling too low, Parinello has the medicine to fix that and many other sales symptom such as high cost of sales and long sales cycles. This is not a theory into practise book, but a step by step practical guide to becoming a more professional salesperson. I especially enjoyed the sales recovery section, what to do when it appears that a competitor has beaten you out of the competition. I would not want my competitor to have his salespeople trained by this guy! Permanent bookshelf material here. One comment, he does not address the place of email in his campaigns.

Solution Selling. Michael T Bosworth. 1995. ISBN 0786303158. Creating Buyers in Difficult Selling Markets.

This guy has a deep and clear understanding of the sales process to the enterprise. Very proven and a wealth of experience went into this book. We like



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this book so much because it parallels the Rocket Builders Revenue Acceleration process so well. Easy to read, lots of examples and good proof fill this book. It may not be quite as easy as he lays it out, but this is definitely a bookshelf keeper. A bit pricey, but worth reading several times.

Superstar Sales Secrets. Barry Farber. 2003. ISBN 156414658. (Author of The 12 Cliches of Selling).

A simple little treasure trove of sales techniques and ideas. The author has been there and done that and it shows. Short, concise and very readable, this book (149pp) does not steer you wrong.

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All Marketers Are Liars. Seth Godin. 2005. ISBN 1591841003.

This is one of his better tomes. In order to say that marketers are liars he means that they are story tellers. You tell a story that fits and resonates with the target, then you comply authentically in everything you do to support the story. Oh, and the story better be true and remain true This differs from telling the target everything and achieving nothing.

Brand Warfare , David D'Alessandro (CEO of John Hancock) 2001 . ISBN 007136293

This is a good book. Buy it. Read it lots. Great stuff about sponsorship and 10 rules for building the killer brand. Great quotes like: "Companies that become great brands do not do so solely by riding the coattails of a few brilliant commercials. They become great because every contact the customer has with the company from calling a toll-free support no. to actually lacing up the product and using it, is seamlessly enjoyable. Will it help or hurt the brand is the most useful mantra in the marketplace." Required reading for internet marketing. Plus it is easy to read

Blue Ocean Strategy.How to Create Uncontested Market Space an Make the Competition Irrelevant. Kim & Mauborgne. 2005. ISBN 1591396190.

Rated the best strategy book of the year. You are in a red ocean when there is lots of competition = blood in the water. Blue Ocean, means no blood and huge market opportunities. Egs include Cirque de Soleil, Dell, the model T, the minivan, SUVs, The Body Shop, Megaplexes, Apple II, IBM 360, IBM PC, and



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many more that are explained. A blue ocean strategy redefines demand, not supply, inventing a new model and a new market.

Brain Tattoos. Karen Post. 2005. ISBN 0814472346.

Creating Unique Brands That Stick In Your Customers Minds. The Lady calls herself the Branding Diva, writes monthly for Fast Company and has a wealth of info on her website <http://www.brandingdiva.com/pressroom.html>

The book is an easy read, chock full of ideas, examples and truths about how to be better at branding. Very well researched and laid out, it becomes an useful tool in the sales and marketing kitbag. My takeaway, none of us, really appreciate the amount of detail required to ensure the "stickiness" of our brand. Once again, its not rocket science, but a matter of meticulous execution in all areas.

Duct Tape Marketing. The World's Most Practical Small Business Marketing Guide. John Jantsch. 2007. ISBN 9780785221005.

"Nothing sticks like duck tape" is the signature intro to John Jantsch's very useful marketing pod-casts. This book is the logical outcome of all the material on his site . A very good guide for all of us, not just the small businessman as it builds from the basics done well. His plan starts with the core marketing goals for the year and then says, "spend as little as you need to achieve these goals", rather than saying spend more or less than XX. All his material is built from a description of your ideal client . This approach is very well aligned with the Rocket Builders Precision Sales and Marketing process. If you are in small company or mentoring some, this will be a very useful book to read and heed. Well presented, logical and an easy read. Definite library keeper. Forward by Michael Gerber and afterward by Guy Kawasaki.

Email Marketing, Sterne (www.targeting.com) and Priore (VP of yesmail) 2000. ISBN 0-471-38309-0. (www.yesmail.com/book.htm)

.A great one to buy. This fall's classic. Chuck full of strategies, ideas and tips on making more efficient/effective/profitable use of email. Should be required reading for all marketing sales types.

Focus. The Future of Your Company Depends on it. Al Ries. 1996. ISBN 978006799908. Yes , 1996!

Found this in a book-bin and realized that although I have read his successive books on marketing I never read the original book where he presented all his and Laura Reis' research. This is a trip back in time, but his predictions are uncanny! Lesson learned, he suggested IBM should move to "open source" long long ago. I defy you to read this and not have second thoughts about brand, message, and



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marketing today. Timeless book, despite the examples being all over 11 yrs old! Great for the bookshelf and a regular reference book.

Free Prize Inside. Seth Godin. ISBN 1591840414. 2004.

This followed The Purple Cow and preceded All Marketers are Liars. This book actually said something and was worth the time spent. He gives us an incentive to the next big marketing idea. Easy (typical Seth) read. However there are some very good ideas in here and marketing /sales types will find it useful. His pedigree is exposed a bit more here and that is also useful. Summertime read. You may find it remaindered, I did.

High Probability Selling. Jacques Werth. 2000. ISBN 0963155032.

Quite likely one of the most intriguing sales books I have come across. Written with the use of many Q&A sessions and examples, the model/book is very easy to grasp and read. If wanting to be the most effective user of sales time (calling and F2F) is one of your goals, this is a good book for you. On the surface it directly challenges one myth of selling "Always Ask for the Order" and replaces it with a much more productive method. Also it helps you build a solid respectful and trusting relationship with clients.

Since we have been studying and applying sales techniques for a long time, Rocket Builders can see that the core idea of this book is well thought out. Customers are asked structured questions which allow them to quickly disqualify themselves as high probability prospects. Once disqualified, the sales person politely moves on. Talking with and making proposals to people who are serious about buying is a salesman's nirvana. This book can help get you closer to that point. Thanks to Chris Jordan for pointing this one out.

Hidden in Plain Sight. How to find and execute your company's next big growth strategy. Erich Joachimsthaler

Sometimes an academic book really surprises you. This is one of them. The author starts right at the heart of the matter, you can never know too much about your customer. Using examples from P&G., GE, Unilever, BMW and other very large companies he draws out how the ability to observe customer behavior up close, for a significant amount of time, has allowed these giants to recapture share and reinvigorate their market They can then successfully approach the target from a demand side rather a marketing driven side. The story of Mastercards Priceless campaign is worth the price of the book . As an added bonus you get the whole evolution of the Axe fragrance growth for the target US male demographic, directly applicable to B2C marketing. You could easily mistake this as a book about brand, brand image, brand identity and brand strategy (all very different), it is that and more. It reinforces the research at



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Rocket Builders on the importance of knowing everything there is about the buyer's buying process and "holding" back selling until the buyer has been nurtured to be "sales ready". This is the core of getting the most effective selling time you can. Read this book annually, the more you learn the better it gets.

Its Not Rocket Science. Mitchell Gooze. 2002. ISBN 1889772046.

Of course I had to buy this book! More than a catchy title, this is the clearest delineation of the role of marketing to build a sustainable business. I wish I had written this. If you want to win, you need this book. Its a keeper and a good read.

Knock Your Socks Off Prospecting. Miller & Zemke. 2005. ISBN 0814472850.

Key to any sales role is cold calling and the first lead call. Zemke was the author of the Knock Your Socks Off sales series and this was his last book. It is simple, well structured, pragmatic and immediately useful. The book follows all the proven methods that we believe in, such as; Maisters trust building, Bosworth Solution Sell, Rocket Builders truth-based marketing, and Joyners 3 sec sell. It gives you symptomatic target responses and seller responses.

If you had just one book for early sales work, this would be a good one to have. A bit hard to find, but worth it.

Lead generation for the Complex Sale. Brian J. Carroll. 2006. ISBN. 0071458972.

Thorough, well structured and totally usable. This book did not exist a year ago when we started developing our integrated sales and marketing program. What we have learned shows that Carroll is on the right track. He shows you how to develop a lead generation plus a lead nurturing program that together will help capture the over 80% of your leads that do not get followed-up or turned into true sales prospects. Yet disregarded leads can comprise upwards of 80% of missed sales.

Following his path while really integrating marketing and sales will generate better qualified leads, higher close ratios, stronger sales pipeline and shorter than average sales cycles. Definitely a book to own and read many times. Get one each for the marketing and sales managers.

Lets Get Real or Lets Not Play. The Demise of 20th Century Selling & the Advent of Helping Clients Succeed. Mahan Khalsa. 1999. ISBN: 1883219507.

Buyers don't trust sellers. Because they aren't trusted, sellers have to guess, and often guess wrong. Buyers prove themselves right and create



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higher hurdles. And so it goes, with neither client nor consultant achieving success.

Helping Clients Succeed™ is fundamental to the success of any business. This program teaches you to become totally client-focused, break down the barriers of dysfunctional business development, and find rewarding, productive business relationships. With honesty, clarity, and authenticity, Mahan Khalsa cuts through the nonsense and focuses on getting results and helping clients succeed. This is a very useful book. It really helps the salesperson stop guessing and ask those questions that need to be asked. It truly means getting real.

Mike Peck pointed this book out to me and it ties into a few others I am reading at the moment as well as work we are doing on improving lead generation. It all ties into "truth based" marketing and sales.

Made to Stick. Chip Heath & Dan Heath. Why some ideas survive and others die. 2007. ISBN 1400064281.

A book to make better communicators of us all. One of the better marketing and sales communication books I have ever read. It may even turn out to be the best this year. The two authors came to these ideas from two very different directions which makes the impact even stronger. Lesson learned, the impact of clear stories is profound and underrated. It's true whether it's an Aesop fable, a classic style like David and Goliath, the Good Samaritan or Newton and his apple. Anyone who has to "tell others" about a project, a goal, a report, anything that needs to be easily understood and remembered, will benefit from reading this book. And the listeners will benefit too! Early in my career I learned it takes really smart people to find the simple clear explanation. This book is proof of that! Quick read, easy to understand, a lifetime to get it right. Deserves to be on every CEO's bookshelf. Get their manifesto

Same Game New Rules. Bill Caskey 23 Timeless Principles for Selling and Negotiating. 2006. ISBN 0975851039.

Caskey has been a long time sales trainer who has had some recent exposure in the high performance sales podcasts of note. His approach ties in very well with our Integrated Sales and Marketing results. As I find these treasures, I just wish they had written these books many years ago, so much time so much money that was missed! This is to me the sales book of the year so far. Our research/experience validates so much of what he is saying. Deceptively easy read, and you can tell he comes at things with a coaching viewpoint. 'Nuff said, you have to buy it. Cheaper/faster from his site www.samegamenewrules.com. Good free stuff buried there as well.



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Seeing What's Next. Clayton Christensen. ISBN 1591391857. 2004.

Superlative and very useful. Excellent scenarios. He has added up all the innovator dilemma and solution work to help us implement his research. Buy it, read it and hold it close.

Six Sigma for Marketing Processes. Creveling, Hambleton & McCarthy. 2006. ISBN 013199008X.

Part of a Prentice Hall series, Although its labelled an overview, this is not a book for the faint hearted. Absolutely chock full of how to install a six sigma system inside your marketing dept. There are a few mentions of companies such as 3M getting a 300% return from this effort. One could call this a definitive textbook on what to do. A lesson learned was the degree of detail, reliability and predictability such work can bring about in your efforts. I would say read Ch 1 and Ch 8 first before you dive in. Not an easy read, it leans on the academic side, appealing to a numbers and acronyms driven individual.

Selling to Big Companies. Jill Konrath.2006. ISBN 1419515624.

This book is so good I must share it. The author lost her major client. She had to completely rebuild the business and in doing so learned much about getting into the very big companies. This is more than a book, it is a thorough how to guide from start to finish. She is a good writer so it is an easy read. She is also blogging steadily with resources on her website, www.sellingtobigcompanies.com. This is a keeper if you are in big company sales with the challenge of selling to very busy people.

Selling is dEAD. Marc T. Miller& Jason M. Sinkovitz ISBN 0471721115. 2005.

Two practitioners of Neil Rackham's SPIN selling and Major Account Selling processes , Miller and Sinkovitz up date and extend the Rackham model. Their unique contribution is in explaining how to sell large divergent solutions to the 95% of companies who are satisfied with the present status. Rackham dealt very well with companies/clients that they considered to be in "shopping mode" for concurrent not divergent offers as well as looking at "buyer" behaviors leading to a decision to buy. The depth of the book is daunting (70 000 words) but the power is in the details they draw the reader through. By ensuring that selling strategy, tactics, skills and systems are built out from a rigorous sales framework, the authors lead you through how today's selling can be dramatically improved. In the closing chapters they lay out one of the simplest but most useful "sales effectiveness" measurement models I have found to date. A library keeper for all "businesspeople who sell". Best sales book of the year.



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The Anatomy of Buzz. How to create word of mouth advertising. Emanuel Rosen. 2000 ISBN 0385496672.

Ever wonder How Trivial Pursuit, Hotmail, ICQ, The Blair Witch Project, and Palm Pilot all managed to hit so hard so quickly, so inexpensively? Rosen does a very good job of laying out how to manage buzz. In light of present market realities, we can all learn from this book. Buy it, do not lend and keep it handy. (Also well written and easy to use)

The Art of the Long View. Peter Schwarz. 1991. ISBN0385267320.

One of the books that could change your life. From 1982 to 1986, Peter headed scenario planning for the Royal Dutch/Shell Group of Companies in London. His team conducted comprehensive analyses of the global business and political environment and worked with senior management to create successful strategies. Before joining Royal Dutch/Shell, Peter directed the Strategic Environment Center at SRI International. The Center researched the business milieu, life-styles, and consumer values, and conducted scenario planning for corporate and government clients. This his first book, is considered a seminal publication on scenario planning and has been translated into multiple languages. Very easy to read, it predicts three scenarios for 2005, that will likely knock you over. A library must have, it may be tough to obtain. He has however written several books

- Inevitable Surprises (Gotham, 2003), a provocative look at the dynamic forces at play in the world today and their implications for business and society.
- The Long Boom (Perseus, 1999), a vision for the world characterized by global openness, prosperity, and discovery;
- When Good Companies Do Bad Things (Wiley, 1999), an examination of, and argument for, corporate social responsibility; and
- China's Futures (Jossey-Bass, 2001), which describes several very different scenarios for China. www.gbn.com is quite a resource for managers wishing to get "A Longer View".

The Chasm Companion. Paul Wiefels. ISBN 0066620554

"A field book to Crossing the Chasm and Inside the Tornado(Implementing effective marketing strategies for high-technology companies)". This book was put together by several of Geoffrey Moore's practitioners at The Chasm Group. If it's been awhile since you read Crossing and Tornado, this will be very good review. The various models for each step are very useful in clearly explaining the issues to non sales and marketing types. I read this over a three month period as it was so very useful. It has a found a permanent spot on my bookshelf.



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The Dollarization Discipline. Jeffrey Fox. 2004. ISBN 0471659509.

I finally got to this one by the author of How to Become a Rainmaker , itself a classic, Fox has articulated the basics of relating the product benefits to real dollar values for clients. This method is very valuable at setting pricing, bringing customer value to the light, holding back price cutters, retaining margins and customers as well as obtaining mainstream customers. Methods include what I call the PeopleSoft sell, ROI sell, value sell, and many others. It covers products and services.

This is a sales tool that your marketing department will also find very valuable, in fact you will need their help to build this. One more step in building up the science of sales and marketing. In running our market readiness program (Go2 Market Strategies) we found a few holes in the sales documentation area, this being one of them. If you need to be concerned about revenue, this is a book for your library.

Easy read, easy to understand, not trivial to do well. Enjoy. free treat for you - Short segments from Seth Godins Free Prize inside.

<http://www.sethgodin.com/bull/downloads/BullMarket.pdf>

The Jelly Effect. How to make your communication stick. Andy Bounds. ISBN 9781841127606. 2007.

The jelly effect is a Bound's apt description of what most presentations reduce the recipient to, jelly! What a dynamite combination of talents, a communicator/presenter who is also a clear writer. This is a must buy for your summer reading. Easy to read, brilliantly laid out and above all full of stuff that works! My top takeaway, stop telling your prospects about what you will do for them, tell them how their company will be like AFTER you help them. Paint the picture of what others were able to do AFTER working with you. Brilliant and succinct, this is one of the most useful sales and marketing books you can get today. He covers networking, sales, referrals, and presentations and wastes no words. A library keeper.

The New Rules of Marketing and PR. How to use news releases, blogs, pod-casting, viral marketing & on-line media to reach buyers directly. David Meerman Scott. 2007. ISBN9780470113455.

This book could change your approach to the web. After devouring this book it has a record number of post it notes attached to pages. The "new style " of writing books first in a blog and then into print is starting to generate more books like this one, chock full of very useful information and methods, vs academic tomes with thoughtful but less tested ideas. So many great ideas in this book, but one that comes up early is that press releases are read as much by buyers than any other group out there, due to search engine retrieval long after the release is out there. So you need to write your releases as much for your buyers as to media, and make sure they are always posted on your site media centre.



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This reinforces the need for all your web content to talk to buyers in their words about their issues, not how great your company or product is. One more reinforcement of the core research findings behind our Precision Sales and Marketing approach. A library keeper, but a working book, not just a reference.

The Secret of Selling More: It's Not Where You've Been Looking, If It Were, You'd Have Found It Already. Mitchell Gooze. 2001. ISBN 1889772038.

The salesman's follow-up to Its Not Rocket Science, Gooze covers sales efficiency, effectiveness and then lays his reasons why all the great sales training in the world will never help your sales force ever improve much more. Its not a sales problem, but lies in marketing and implementation. Finally here is a book which details what we in the industry have known for many years and shows us how to fix it. You have to have this book if you want to have the breakthrough sales you deserve. Big print, easy read that makes a ton of sense. Website is www.customermanufacturing.com with lots of free stuff.

The three things a CEO can do to help Sales. Tips from a CEO

1. Hire the right sales people. Great sales people are coin operated. They need a repeatable, proven series of steps to follow to bring in the right kind and right number of sales you need. If you are too early in your growth to have learned what is needed from several customers, you will frustrate and lose the top sales persons. If you are in a very early stage looking for your first customers and have yet to "know" your repeatable method to use to capture sales you need a Business Development type person. Or is this a Channel type of sale?

Different stages, different industries, different models need different types of selling. Some sales persons are sniffers, some are killers, some are missionaries. But don't think solving your "sales problem" requires you to just "hire a sales guy."

2. Use a simple consistent sales process/system. Avoid evangelistic types like the plague. E.g. There is a superb free (open source) system called sugar.com. One size of sales process does not fit all. They need to be customized to your needs. But keep it simple

3. When you measure, use metrics that are shared by the sales and marketing team. The team has to buy into the numbers. Top down metrics do not work. You can manage for activity, not results. So concentrate on finding with the team the activities that will move sales forward. Then measure those.

Tips from Paul Maurer, CEO of Actenum to the Rocket Builders Go2Market Program (RocketAcademy) on May 16th 2007



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The Fall of Advertising & the Rise of PR. Al Ries a Laura Ries. 2002. ISBN 0060081988.

Advertising is brand maintenance. PR is brand building. So when was the last time you believed an ad and looked for the hot new product? Not! If you are like me you are more susceptible to a piece of new product copy from an industry analyst, generated by good PR. Those of us in Tech have found out the value of PR a long time ago, but this short little book is an excellent lesson. Very readable and quick, the truths keep rolling off the pages, plus the examples are great! This is a keeper, with lessons we should tattoo in a highly visible place.

The Innovators Solution , Clayton Christensen's sequel to the Innovators Dilemma. ISBN 1578518520.

A must have book if you are serious about succeeding in the technology field. This is even better than the Dilemma! It was written to teach managers how to use theories put forth in the Dilemma. It does a masterful job. It is relevant to every CEO and manager in every company I can think of. This is not a hard read, not is it a rapid read, and it warrants a thoughtful re-read annually. He lays out the structures and initial conditions required for successful growth. Then he plays it out for small companies, large companies and investors how to achieve success.

- Start with a cost structure which is profitable at low price points and can be carried up market
- Be in a disruptive position wrto competitors so that they are motivated to flee rather than fight.
- Start with a set of customers who were non consumers so they are pleased with modest products.
- Target a job that customers want to get done.
- Skating to where the money will be, not where it was.
- Assigning managers who have taken the right courses in the school of experience
- Put them to work within processes and values that are attuned to what has to get done.
- Have the flexibility to respond as a viable strategy emerges.
- Start with capital that can be patient for growth, but impatient for profit.

Each chapter has copious notes and you need to read those as well. There are literally dozens of nuggets buried in these chapter notes. He is the best at what he does.



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The Irresistible Offer. How to Sell Your Product or Service in 3 Seconds or Less. Mark Joyner.2005. ISBN 0471738948.

Easily the quickest book on value proposition/elevator pitch that I have read. He pitches an Irresistible Offer , to a Thirsty Crowd with the intent to sell a Second Glass. The insights are good, and the experience of Joyner is very broad, with especial interest to me on Internet marketing as that is where he made his fortune. This is a very pragmatic and useful book. Easy read. Worth adding to your library. So he has sold me!

The Marketing Playbook. Zagula and Tong.2004. ISBN 1591840384.

Here is one of the two best books for me for 2004. This plus Christensen makes a go to market specialist's day! Lots of the content is all over their rich blog, <http://marketingplaybook.com/> But the book is a library keeper. If you have been around the product launch block at least once, you will really see the merits in the content of this book. The two authors developed and launched MS Office, Backoffice, NT Server and other key MSoft technologies. Learn from their chronicled mistakes, which go beyond the obvious. And hey they are both VCs now! You can also catch them in various talks in Seattle still. They keep it simple, straight forward, and no not easy, since this involves very hard work to get it right! Easy, fast fun read, that I will reread a few times. Thanks to Troy for pointing this one out to us!

The New Market Leaders. Fred Wiersema. 2003. ISBN 0743204662.

The co-author of The Discipline of Market Leaders, Wiersema revisited and created a top 100 list of companies who have a proven ability to win the battle for customers. Most of the leaders you know are there, but there are many surprises as he studied over 5600 companies over the world to get to this list. This is a good book for your bookshelf as there is lots to take home from it. There are a few companies that did not survive the shake out, but surprisingly few, which validates his thorough methodology. A good theory into practise book with a very readable style. Good short travel book as well.

The Slow Pace of Fast Change. Bhaskar Chakravorti. 2003. ISBN 157651780X

This is the seminal book for moving technology into markets. Chakravorti is a partner with Schwartz in the Monitor Group. Combining thoughts and analysis of major market innovations and non events, truth rings out from these pages. Using John Nash's "beautiful mind' theory of the equilibrium of social networks being composed of individuals who act out of personal self interest and expect all others to do the same, Chakravorti shows how "an individual" seeking to introduce a "disruptive" innovation must behave in order to succeed, else the system will react to preserve the status quo and negate his efforts. A tremendous



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complement to Innovators Solution and others, Chakravorti presents a thought process and intellectual methodology of working back from the desired endgame, in order to make the appropriate strategic decisions based on the application of serious game theory. A must have book, very readable and compelling. Brilliant.

The Trusted Advisor. David Maister, Charles Green & Robert Galford ISBN:074320414X

David Maister (Managing the Professional Services Firm) is the guru of the high value consulting market.

With his fellow Harvard Business Review colleagues, David has written the book on trust and how it impacts service companies. He has laid out a five step process in building trust (Engage, Listen, Frame, Envision and Commit) and placed it in a context of the high margin repeatable business we all strive for. Readable, immediately useful, this is one for your permanent library.

Practise What You Preach. David H. Maister, ISBN 0743211871.

Firms that are perceived to actually practise what they preach are more financially successful than their competitors. This book documents a survey of 139 offices of 29 professional services firms in 15 countries. He has found that employee attitudes not only correlate with but contribute to financial success. Not an academic treatise, Maister gives you lists of to dos in creating a culture that promotes growth and superior financial returns. This is especially useful in a culture centric industry like tech. If you can find it at the library do so. As for me, I will continue to buy any book Maister writes.

Value Acceleration. Mitch Gooze' & Ralph Mroz. 2007. ISBN 1599320096.

Value Acceleration is a break through book! It applies the process improvement tools that great companies like IBM, Toyota, Intuit are using to overpower their competitors. However the book does not get bound up in terminology. It is also well researched, written and attributed. The footnotes are bang on. My lesson learned was the clear delineation of the importance of Marketing as a strategic interface between Product Development and Sales. This book is a major step toward successful implementation of Six Sigma and Lean Thinking to result in an end-to-end Product Development- Marketing- Sales process. The book makes it clear that this will be key to good companies being able to continue to seize market opportunities. The Prologue as a fable is extremely well done and grips the reader. A must buy for all businesses!

<http://www.valueacceleration.com/index.shtml>



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What Sticks. Rex Briggs and Greg Stuart. Why Most Advertising Fails and How to Guarantee Yours Succeeds. 2006 ISBN 1419584332..

Things learned.:

47% of advertising does not work (= \$37B).

70% of marketing staff time is spent on rework.

\$53 B of marketing money is wasted due to not understanding customer motivation.

There are no more important things to get right than, 1. Customer motivation and needs (why would they hire your product/co.?) 2. Positioning (how you differentiate) and 3. Segmentation (Different groups of customers might need to buy your products differently).

Then 31 % of companies got their messaging all wrong. = \$35.8 B wasted.

Seeing a trend here? Sales and marketing is the last area in business that needs a complete process chain style overhaul This book is full of the data that shows you where the wastes are happening, how to put in measures and processes to figure out what is happening and then what to do to make it right. Remember the 70:20:10 ratio. Spend 70% of money on present customers/products, 20% on sustainable extensions and 10% on wild-ass innovation. However Test , Measure/analyse, deploy the innovation. Measure everything! This is not an easy read, but a watershed book for marketing & sales At Rocket Builders this is how we do things, so I guess I am somewhat prejudiced. But our metrics and results prove this correct.

Why Johnny Can't Sell and What to Do About It.. Michael Nick & Robert Kantin. 2006. ISBN 1419535730.

Nick is the author of ROI4Selling. www.whyjohnnycantsell.com Small but very very well put together book. This really wraps it all up as far as I am concerned with today's issues with selling. Short version, most salesmen and sales forces are woefully unsupported by the rest of the company with materials, services and information absolutely necessary to deal with the reality of selling today. Its not a good time to be a tech sales guy- things are very different and much harder today. 95% of companies talk the talk of the consultative sale, but aside from some generic sales process training, they do nothing useful to help the sales process. This is a must buy for CEOs and Sales Persons. Read it and do the exercises. Guaranteed you will be illuminated.

Your Marketing Sucks. Mark Stevens. 2005 . ISBN 1400081696.

This is the most truthful book on marketing ever. "If the moola you spend on marketing isn't growing your business and bringing in more moola in return, then you have marketing that ...sucks." Stevens is very clear and concise. "Stop throwing thousand-dollar bills out the window and camouflaging spending as



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marketing-demand that the money spent on marketing bring in more money in return." Even better, "Fire your advertising agency if it even thinks about applying for a Clio or other creative award." Awards do not generate moola for you who is paying the bill. This is a terrific book for any CEO who wonders if he is just throwing money at the wall with his creative/advertising/marketing budget. If you are not getting clear metrics reflected by increased bottom line dollars - then the money is wasted. Al Trout told us that advertising is dead and PR is alive. Stevens gives very concrete examples for you and I to see this clearly and a plan to remedy things immediately. Our company already adopted revenue-focussed marketing for 2 quarters and it works. A keeper and a true reference book

Sales efficiency 1

- Accelerants. 12 Strategies to sell faster, close deals faster, & grow your business faster. Michael A. Boylan. 2007. ISBN159184150X. 1
- Add-On Selling. How to squeeze every last ounce of sales potential from your calls. Jim Domanski. 2002. ISBN1881081117. 1
- Applying the Science of Six Sigma to the Art of Sales and Marketing. Michael J. Pestorius. 1
- Bag The Elephant. Steve Kaplin. How to Win and Keep BIG Customers. 2005. ISBN 1885167628. 1
- Covert Persuasion. Psychological tactics and tricks to win the game. Kevin Hogan. ISBN 0470051418. 2
- Cross Selling Success. Ford Harding. 2002. ISBN 9781580627054. 2
- Get Clients Now! C.J. Hayden. 1999. ISDN 0814479928. 2
- How to Become a Rainmaker. Jeffrey J. Fox ISBN 078686595. 2
- How To Sell More In Less Time With No Rejection. Using Common Sense Telephone Techniques. Art Sobczak. 2001. ISBN 1881081036. 3
- Little Red Book of Selling. Jeffrey Gitomer. 2004. ISBN 1885167601. 3
- No More Cold Calling. Joanne S. Black. 2006. ISBN 0446577790. 3
- Persuasive Business Proposals. Writing to win more customers, clients and contracts. Tom Sant. 2004. ISBN 0814471536. 4
- Power Base Selling. Jim Holden. 1992. ISBN 0471327336. 4
- Selling to Vito (The Very Important Top Officer) 1999. Antony Parinello. ISBN 1-58062-224-0. 4
- Solution Selling. Michael T Bosworth. 1995. ISBN 0786303158. Creating Buyers in Difficult Selling Markets. 4
- Superstar Sales Secrets. Barry Farber. 2003. ISBN 156414658. (Author of The 12 Cliches of Selling)..... 5

Sales effectiveness 5

- All Marketers Are Liars. Seth Godin. 2005. ISBN 1591841003. 5
- Brand Warfare , David D'Alessandro (CEO of John Hancock) 2001 . ISBN 007136293. 5
- Blue Ocean Strategy. How to Create Uncontested Market Space an Make the Competition Irrelevant. Kim & Mauborgne. 2005. ISBN 1591396190. 5



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The New Rules of Marketing and PR. How to use news releases, blogs, pod-casting, viral marketing & on-line media to reach buyers directly. David Meerman Scott. 2007. ISBN9780470113455.	12
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