

Suggested Book List for Small Business Associates

- 1. LISTENING FOR SUCCESS**
STEVE SHAPIRO
- 2. YOU CALL THAT SELLING: 91 DUMB THINGS
SALESPEOPLE SAY AND DO TO SABATOGUE THEIR
SUCCESS**
TIM CONNER, CSP
- 3. SALES DOGS**
BLAIR SINGER, RICH DAD ADVISOR
- 4. COLD CALLING TECHNIQUES (THAT REALLY WORK)**
STEPHAN SCHIFFMAN
- 5. HOW TO USE LIMITED LIABILITY COMPANIES AND
LIMITED PARTNERSHIPS.**
GARRETT SUTTON
- 6. REJECT ME - I LOVE IT! 21 SECRETS FOR TURNING
REJECTION INTO DIRECTION**
JOHN FURHMAN