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RECOMMENDED READING LIST - SERVICES

- ◆ Best Practices in Customer Service; Edited by Ron Zemke & John A Woods; AMACOM
- ◆ Choose To Grow Your Business in 90 Days: Wendy Evans; New Holland
- ◆ See You At The Top; Zig Ziglar
- ◆ Moments of Truth Jan Carlson; Harper Row
- ◆ Tales of Knock Your Socks Off Service; Kristin Anderson & Ron Zemke; AMACOM
- ◆ Coaching Knock Your Socks Off Service; Kristin Anderson & Ron Zemke; AMACOM
- ◆ Gung Ho; Ken Blanchard & Sheldon Bowles; William Morrow
- ◆ Raving Fans; Ken Blanchard & Sheldon Bowles; William Morrow
- ◆ Good Service is Good Business
- ◆ How To Succeed Through Customer Service Jon Stayt
- ◆ How to turn Complaints into CA\$H; Ian Brooks & Michele Comeau
- ◆ Taking Care of Business; Dick Schafe and Ron Zemke
- ◆ 50 Powerful Ideas You can use to Keep Your Customers; Paul Timm
- ◆ Words That Sell; Richard Bayan
- ◆ Letters That Sell; Edward Werz
- ◆ Successful Email Marketing; Debbie Mayo-Smith; Penguin
- ◆ Going For It; Victor Kiam; Morrow
- ◆ Tested Advertising Methods; John Caples; Prentice Hall

- ◆ Amazon Search List @

http://www.amazon.com/s/ref=nb_ss_gw/104-6047434-3791941?initialSearch=1&url=search-alias%3Daps&field-keywords=customer+service&Go.x=13&Go.y=12&Go=Go



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RECOMMENDED READING LIST - SALES

- ◆ The Greatest Salesman in the World; Og Mandino; Bantam Books
- ◆ The 25 Sales Habits of Highly Successful Sales People; Stephan Schiffman; Bob Adams, Inc.
- ◆ [No Bull Selling; Hank Trisler; Fell Publishers Inc.](#)
- ◆ The 25 Most Common Sales Mistakes and How to Avoid Them; Stephan Schiffman; Bob Adams, Inc.
- ◆ No Bull Sales Management; Hank Trisler; Fell Publishers Inc.
- ◆ [Learned Optimism; Martin E.P. Seligman; Random House](#)
- ◆ [Spin Selling; Neil Rackham; McGraw-Hill Book Company](#)
- ◆ [The Spin Selling Fieldbook; Neil Rackham; McGraw Hill](#)
- ◆ Rethinking the Sales Force; Neil Rackham; McGraw-Hill
- ◆ Major Account Sales Strategy; Neil Rackham; McGraw-Hill
- ◆ Getting Partnering Right; Neil Rackham, Lawrence Freidman, Richard Ruff; McGraw-Hill
- ◆ Managing Major Sales; Neil Rackham, Richard Ruff, Harper Business
- ◆ [The One Minutes Salesperson; Spencer Johnson, Larry Wilson; Collins Willow](#)
- ◆ How to be Happy and Successful in Selling; Brian O'Donnell; IPL Books
- ◆ Teach Yourself Body Language; Gordon R. Wainright; NTC Publishing Group
- ◆ [Changing the Game: The New Way to Sell; Larry Wilson; Simon and Schuster](#)
- ◆ [Smart Selling; Peter McCloy; Business and Professional Publishing](#)
- ◆ Subliminal Selling Skills; Kerry L. Johnson; Amacom
- ◆ Brain Sell; Tony Buzan and Richard Israel; Gower
- ◆ Secrets of the World's Top Sales Performers; Christine Harvey; Business Books
- ◆ Psycho-selling; Bruce King; BBC Books
- ◆ Managing Key Accounts; John Rock; Longman Professional
- ◆ Strategic Selling; Miller & Heiman; Warner Books
- ◆ Successful Large Account Management; Miller & Heiman
- ◆ People Skills; Robert Bolton; Simon and Schuster
- ◆ Customers For Life (The Golden Rules Of Customer Care); Carl Sewell; Century Business Books
- ◆ Sales Management; Dalrymple & Cron; John Wiley & Sons
- ◆ Marketing Management; Kotler; Prentice Hall
- ◆ Getting to Yes; Fisher & Ury; Random House
- ◆ You can Negotiate Anything; Herb Cohen; Angus & Robertson
- ◆ Selling To VITO (The Very Important Top Officer); Anthony Parinello, Denis Waitley; Adams Media Corporation
- ◆ Getting to VITO; Anthony Parinello, John Wiley & Sons

- ◆ Think & Sell Like a CEO; Anthony Parinello, Entrepreneur Press
- ◆ Stop Cold Calling Forever, Anthony Parinello, Entrepreneur Press
- ◆ Getting The Second Appointment Anthony Parinello, John Wiley & Sons
- ◆ Million Dollar Prospecting Techniques; The Million Dollar Round Table Center For Productivity, John Wiley & Sons
- ◆ Words That Sell; Richard Bayan, Contemporary Books
- ◆ The Ultimate Sales Letter; Dan S. Kennedy, Adams Media Corporation
- ◆ Raving Fans; Ken Blanchard, Sheldon Bowles, William Morrow & Company
- ◆ Moments of Truth, Jan Carlzon, Harper Row

◆ Amazon Search List:

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