

***i*FASTTRAC 101**

Recommended Reading

1. ***The 7 Habits of Highly Effective People...Stephen R. Covey***
2. ***The E-Myth Revisited...Michael Gerber***
3. ***How to Get Control of Your Time and Your Life ...Allan Lakein***
4. ***Time Management From The Inside Out... Julie Morgenstern***
5. ***One Small Step Can Change Your Life... The Kaizen Way... Robert Maurer***
6. ***Winning With People...John C. Maxwell***
7. ***Maximum Achievement... Brian Tracy***
8. ***Non-Manipulative Selling... Tony Alessandra***
9. ***Generational Selling Tactics THAT WORK... Cam Marston***
10. ***Raving Fans... Ken Blanchard***
11. ***Conceptual Selling...Robert R. Miller***
12. ***New Strategic Selling...Robert R. Miller***
13. ***The 22 Immutable Laws of Marketing... Jack Trout***
14. ***Positioning...Jack Trout***

***i*FAStTRAC 201**

Recommended Reading

1. ***22 Immutable Laws of Marketing...Al Ries and Jack Trout***
2. ***Positioning...Al Ries and Jack Trout***
3. ***Differentiate or Die... Jack Trout***
4. ***Selling The Invisible... Harry Beckwith***
5. ***The Best Seller... D. Forbes Ley***
6. ***Guerrilla Marketing Excellence...Jay Conrad Levinson***
7. ***Maximum Influence... Kurt W. Mortensen***
8. ***Generational Selling Tactics...THAT WORK!... Cam Marston***
9. ***QBQ...(Question Behind The Question)...John G. Miller***
10. ***Listening: The Forgotten Skill... Madelyn Burley-Allen***
11. ***Close! Close! Close!... Robert Fenton***
12. ***How To Close Every Sale... Joe Girard***
13. ***Closing Tactics... Andoni Lizardy***
14. ***Getting To YES... Negotiating Agreement Without Giving In...Roger Fisher and William Ury***
15. ***How to Negotiate Successfully in Real Estate...Tony Hoffman***
16. ***Bull's-Eye Negotiating...Marilyn Jennings***
17. ***Raving Fans...Ken Blanchard***
18. ***Delivering Knock Your Socks Off Service...Kristin Anderson & Ron Zemke***
19. ***Instant Rapport... Michael Brooks***
20. ***Conceptual Selling... Robert B. Miller***