



## YO VENTURES LTD – SALES RESOURCES, 2024

### Sales Resources

#### Book List

[The New Strategic Selling – By Robert B Miller](#)  
[GAP Selling – By Keenan](#)  
[The Transparency Sales – By Todd Caponi](#)  
[To Sell is Human – by Daniel H Pink \(Also check out Drive and When\)](#)  
[The Challenger Sales – By Matthew Dixon](#)  
[How to Craft a Story – April Dunford](#)  
[She Sells – Lori Richardson](#)  
[MEDDIC – by Andy White](#)  
[The Sales Acceleration Formula – By Mark Roberge](#)  
[Fill Your Funnel – by Dan Portik & Tom Hopkins](#)  
[Secrets of closing the Sales – By Zig Ziglar](#)  
[Objections – By Jeb Blount](#)  
[More Sales Please – By Sara Nasser Dalrymple](#)

#### Created for you

[Sales Process Outline](#)  
[Sales Masterclass slides](#)

#### Podcasts

[Creating an environment that fuels massive growth](#)  
[A social selling prescription](#)