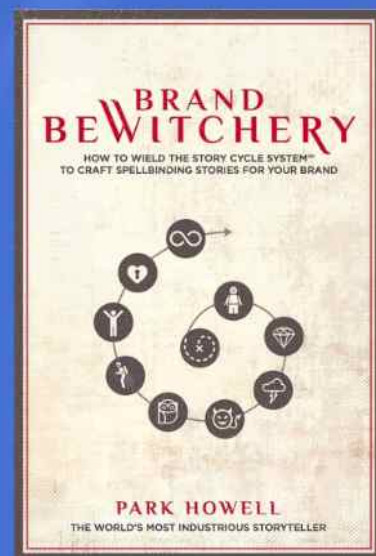
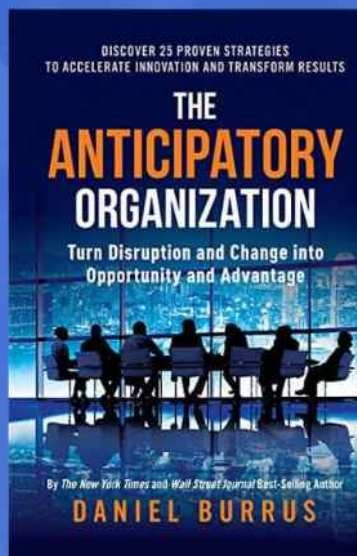
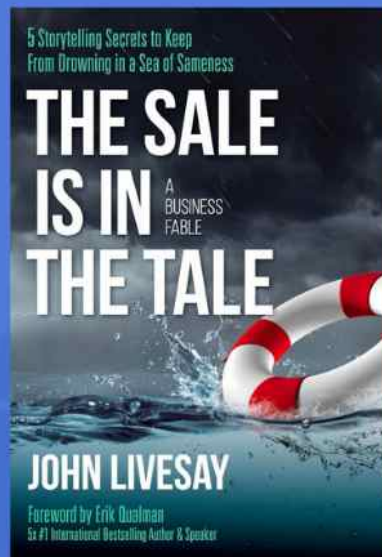


The Top Five Sales Keynote Speakers' Books for 2022

Posted by [Blue Ocean Global Technology](#)

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The business industry is changing rapidly, and it's more important than ever for salespeople to stay on top of the trends and the breakthroughs – and

don't forget: Everyone is selling something! Even if it's yourself.

This year, there are some [excellent sales keynote speakers'](#) books available for salespeople, coaches, and entrepreneurs to read and to use as they develop more insightful and powerful sales techniques.

The books listed below are the latest releases from some of the top sales keynote speakers in the country. They share their insights, their tips and tricks, and their methodologies. Readers will learn some of the latest storytelling sales innovations that will catapult their careers.

1. *The Sale Is in the Tale* by John Livesay



John Livesay is a [sales keynote speaker](#) and author of the best-selling business book *Better Selling Through Storytelling*. He teaches companies' sales teams how to turn their boring case studies into compelling care stories so they win more sales.

His new book is a business fable set in Austin, TX. [The Sale Is in the Tale: 5](#)

[Storytelling Secrets to Stop from Drowning in a Sea of Sameness](#) follows a young sales representative whose old ways of selling just don't work anymore. Luckily, his colleague teaches him about how to use storytelling and empathy to break through to clients and take them from "I'm interested" to "I'm in!"

The sales representative learns that whoever tells the best story gets the sale because people buy emotionally and then back it up with logic.

The book ends with a methodology section, outlining and detailing the 5 storytelling secrets, and the author includes his own examples of each. By following these storytelling secrets, readers will stand out from the competition and win more sales.

2. *The Focus Project* by Erik Qualman



[Erik Qualman](#) is a 5x best-selling author and keynote speaker whose

groundbreaking work has been featured on *60 Minutes* and *Wall Street Journal*, and is even used by NASA and the National Guard.

His book, [*The Focus Project*](#), is a guide to slowing down and focusing in a hyperactive, and unfocused world. This book is the culmination of Qualman's own focus project: compiling research and advice about how to focus on what matters and let go of what doesn't. By focusing on what matters, people can prioritize their happiness and success.

This book is not just for salespeople, either. Anyone can benefit from learning about how to focus on what is important.

3. *Big Little Breakthroughs* by Josh Linkner



[Josh Linkner](#) is an innovation expert, keynote speaker, and author of four

books, including his latest, [*Big Little Breakthroughs*](#).

This book is about how small acts of creativity can lead to big opportunities, professionally and personally. The author gives permission to stop looking for the “big idea,” but rather focus on the smaller, creative acts that can build up over time. *Big Little Breakthroughs* outlines a simple system that anyone can use to unlock massive potential down the line.

The book goes on to outline the “eight obsessions of everyday innovators,” which provide the blueprint by which readers can work on their own big little breakthroughs and work towards monumental rewards.

4. *The Anticipatory Organization* by Daniel Burrus



[Daniel Burrus](#) is a “futurist” keynote speaker who helps companies capitalize on innovative technologies.

[The Anticipatory Organization](#) points readers in the right direction of technological change, teaching them how to discern between “hard trends” and “soft trends” — that is, what *will* happen and what *may* happen. By understanding which are hard trends, companies can bet on the right horse and grow exponentially.

Burrus then helps readers find areas of untapped potential and how to avoid the problems that hold companies back. As a result, readers become the disruptors — not the disrupted.

5. *Brand Bewitchery* by Park Howell



[Park Howell](#) is a brand storytelling keynote speaker whose new book, [Brand Bewitchery](#), teaches a story cycle system that companies can leverage to build brand stories.

Stories strengthen a brand's impact and captivate potential clients. In fact, Howell's system has already grown businesses by up to 600 percent.

Howell's storytelling relies on two-story structures: "And, But, and Therefore," and the "Five Primal Elements." He provides story quests that both individuals and teams can use to identify, build, and craft stories that create sales.

When finished with this guidebook, readers will have revealed their most powerful stories for their [personal brand](#) to grow their influence and their business brand to generate a measurable increase in sales, while increasing the productivity of their people and enhancing lives in the communities they serve.

These five sales books by [leading sales keynote speakers](#) are just what salespeople need to hone their storytelling skills and win more sales. The books listed above teach innovative sales techniques that can help anyone become a better salesperson. But remember: these techniques are not just for sales. Any person who wants to focus on the bigger picture and make deeper connections can benefit from these tips and tricks to become more clear, concise, and compelling.