

Jens Köster Startup Sales Coaching

Books, Blogs, Podcast, Workflow

Sales strategy books

Lewrick, M., Link, P., Leifer, L. (2017) : Das Design Thinking Playbook, München

Rustler, F. (2017) : Denkwerkzeuge der Kreativität und Innovation - Das kleine Handbuch der Innovationsmethoden, Zürich

Dark Hores Innovation (2017) : Digital Innovation Playbook Das unverzichtbare Arbeitsbuch für Gründer, Macher und Manager, Hamburg

Carleton, T., Cockayne, W., Tahvanainen, A. (2013) : Playbook for strategic foresight and innovation, Finland

Köster, J. (2016) : Sales Strategien für Start-ups, München

Köster, J. (2018): innovare Wie neue Ideen entstehen und zu Produkten werden, München

Köster, J. (2023): When the Ordinary Becomes the Usual: How to avoid the danger of routinization, Toronto

Herger, M. (2016): Das Silicon Valley Mindset, Kulmbach

Senor, D., Singer, S. (2009): Start-up Nation, New York

Millerd, P. (2022) The Pathless Path: Imagining a New Story For Work and Life

Burg, B. and Mann, D. J. (2017) The Go-Giver, A Little Story About a Powerful Business Idea

Chan, W. K. and Mauborgne, R. (2019) Der Blaue Ozean als Strategie: Wie man neue Märkte schafft wo es keine Konkurrenz gibt

Kleon, A. (2014) Show Your Work!: 10 Ways To Share Your Creativity And Get Discovered

Warikoo, A. (2021) Do Epic Shit

Keller, G. and Papasan, J. (2014) The One Thing: The Surprisingly Simple Truth Behind Extraordinary Results

Books for your pitch preparation

Oren Klaff, Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal

https://bit.ly/Pitch_Anything_OKLAFF

Peter Coughter , The Art of the Pitch: Persuasion and Presentation Skills that Win Business

https://bit.ly/TheArtofthePitch_PeterCoughter

Oren Klaff, Flip the Script: Getting People to Think Your Idea is Their Idea

https://bit.ly/FliptheScript_OKLAFF

Bill McGowan, Pitch Perfect: How to Say It Right the First Time, Every Time

https://bit.ly/PitchPerfect_BillMcGowan

Books for cold calling

Jeb Blount, Fanatical Prospecting: The Ultimate Guide to Opening Sales Conversations and Filling the Pipeline by Leveraging Social Selling, Telephone, Email, Text, and Cold Calling

https://bit.ly/FanaticalProspecting_JebBlount

Art Sobczak, Smart Calling: Eliminate the Fear, Failure, and Rejection from Cold Calling

https://bit.ly/SmartCalling_ArtSobczak

Blogs

Udacity

<https://de.udacity.com/blog>

Singularity Hub

<https://singularityhub.com/#sm.000007y777gedcowz3c1cptlm2cp6>

Stanford

<http://stvp.stanford.edu/blog>

MIT

<https://www.technologyreview.com/>

Jens Köster Startup Sales Strategie Blog

<https://www.jens-koester.com/blog>

Why Startups Need to Focus on Sales, Not Marketing

<https://www.wsj.com/articles/BL-232B-2715>

10 Ways You Need to Change How You Think and Talk to Succeed at Sales

<https://review.firstround.com/10-ways-you-need-to-change-how-you-think-and-talk-to-succeed-at-sales>

Podcast

Startup Podcast innovate me - Jens Köster

<https://open.spotify.com/show/0OhVDcrf8RUlr7RKSGWcJQ>

Workflow

<https://www.notion.so/>

<https://www.instapaper.com/>

<https://readwise.io/>

<https://www.figma.com/>

<https://www.loom.com/>

<https://www.synthesia.io/>

<https://www.copy.ai/>

<https://www.jasper.ai/>

<https://www.hubspot.com>