

new year, new strategy

External



Inbox



Sarah Brazier <sarah.brazier@gong.io>



1 Jan 1 Fri, Jan 18, 4:21 PM (3 days ago)



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As Feb February approacheth, sales leaders far and wide are preparing for SKO. Raps will be rallied, emotions will be ignited, and sales strategies will be deployed.

The dilemma sales leaders face, though, is much more challenging than the age old question of "when should we break for happy hour?" One can sum it up in with the knee bucking McKinsey stat: 70% of new business transformations, like sales methodologies or how you go-to market fail.

(If that does make you internally yikes, then I commend your steely nerves.)

"How come?" might be your next question - and the answer is simple: after SKO strategies are deployed, sales leaders have no visibility into the adoption, or effectiveness of their initiative.

So, post SKO, how do you plan to ensure your biggest initiatives are achieved this year? If that question is answered with a new Salesforce field or more manager reports - there might be a better way.

Interested in learning what it is? Give me a ping back. If not, no worries.

-Sarah

P.S. Give me a shout if you'd like to read through the McKinsey study - happy to share my copy!

Sarah Brazier

Commercial Account Executive

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The Unstoppable SalesSM Prospecting System Shawn Casemore, 2025-11-18 How do some sales professionals seem to have a never ending stream of qualified leads whereas others need help even to get a meeting Is it the product they sell their mastery of LinkedIn or other social platforms or simply the result of years of experience The answer is not so straightforward despite what many experts will say to you If it were everyone would be a master at prospecting when it s quite the opposite Studies have repeatedly shown that prospecting is one of the most difficult if not the most challenging parts of sales The good news however is that when you do master prospecting you will be an in demand sales professional with transferable skills that set you apart from your competition and allow you to have the income level you choose This book uncovers the methods skills and strategies necessary to build your own Unstoppable SalesSM Prospecting system Unlike any other this system equips you with the tools to generate a consistent stream of prospects regardless of your industry product or location

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education organizations nonprofits and political campaigns making this the one indispensable social networking guide for every organization

Contemporary Selling Mark W. Johnston, Greg W. Marshall, 2013-08-15 Published in previous editions as *Relationship Selling* the latest edition of Mark Johnston and Greg Marshall's *Contemporary Selling Building Relationships Creating Value* continues to set the standard for the most up to date and student friendly selling textbook available anywhere today The latest edition incorporates a new chapter on social media and technology enabled selling as well as a new chapter on selling globally To support student engagement the book also features Expert Advice chapter openers showing how each chapter's sales concepts are applied in the real world In chapter Ethical Dilemmas that help students identify and handle effectively the numerous ethical issues that arise in selling Mini cases to help students understand and apply the principles they have learned in the classroom Role plays at the end of each chapter enabling students to learn by doing Special appendices on selling math and developing a professional sales proposal Video material available on the Companion Website featuring new content with sales experts discussing best sales practices from a recent PBS special on selling produced by Chally Group Worldwide Further resources for instructors and students are available at www.routledge.com/cw/johnston 9780415523509

What it Takes to be an Entrepreneur Leon Presser, 2010-12-10 This is the first book to offer a clear guide through the issues the challenges the people and the risks entrepreneurs face as well as the rewards they obtain The readers learn from the successes and mistakes of others who have traveled the path ahead of them This is not a hopeful collection of generalities this is a book of substance for the person who wants to succeed as an entrepreneur The book covers how to pinpoint your business vision create your business plan obtain funding deal with employees lawyers accountants bankers potential investors competitors sales people and many others who are part of an entrepreneur's daily life It is a must read for the new entrepreneur Presser has written this book to provide prospective and current entrepreneurs with a pragmatic overview of what is involved in being an entrepreneur and to help them improve their chances of success

The Digital Selling Handbook: Grow Your Sales by Engaging, Prospecting, and Converting Customers the Way They Buy Today Bill Stinnett, 2022-10-18 Actionable advice for sales professionals and business owners for growing sales in today's increasingly virtual marketplace Rapid changes in where and how people live work and do business in recent years have triggered major shifts in how customers shop for and buy virtually everything Sales and marketing professionals are faced with the harsh reality of rethinking their entire approach to engaging clients in today's virtual marketplace or risk quickly becoming irrelevant They need to rethink their entire sales approach and *Digital Selling Handbook* shows them how to do it This comprehensive guide builds readers understanding of customer psychology and buying behavior in the new digital first world It provides best practices for engaging customers using a variety of methods Digital selling expert and founder of Sales Excellence Inc Bill Stinnett covers the entire sales and marketing process showing how to Create a magnetic personal brand that attracts prospective customers Engage customers earlier in the buying process Develop an evergreen lead machine

using strategies of world class organizations Write articles emails and social media posts that trigger customer action Find and create new opportunities through outbound prospecting Turn customer conversations into sales opportunities and revenue Finding and attracting new business will always be one of the most vital aspects of business success In today s transformed world of selling those with the smartest more forward looking strategies will be the ones to come out on top The Digital Selling Handbook provides everything you need keep ahead of the curve and in front of the competition Selling Power ,2007 **Smart Prospecting That Works Every Time!: Win More Clients with Fewer Cold Calls** Michael D. Krause,2013-02-13 Smart Prospecting That Works Every Time is a step by step guide to reaching potential customers where they want to be met This method balances social media marketing strategies online applications and traditional appointment setting techniques to help every salesperson connect with more clients and close more sales Personal Selling Rolph E. Anderson,Alan J. Dubinsky,2004 Sales Essentials: The Tools You Need at Every Stage to Close More Deals and Crush Your Quota Rana Salman,2023-06-20 Must know concepts and smart strategies for every step of a sale from the new Business Essentials Series for busy professionals The focus of sales always seems to be on the ultimate goal of closing deals which makes it easy to overlook the crucial steps that come before during and after the sale But the reality is knowing the right things to do in all steps of the process is what sets us up for success Whether you re just starting out or are looking to improve your sales skills this book from industry expert Rana Salman is a start to finish guide that will quickly lead you toward quota crushing performance Everything you need to know is here in three easy to digest parts PART I THE ESSENTIALS explores the foundation for the sales experience provides insights into common challenges sellers encounter describes the characteristics needed to excel in sales and more PART II THE ESSENTIALS APPLIED gives you targeted tools designed to help you close deals and expand accounts including tips on prospecting preparing and conducting discovery meetings getting the most out of follow up meetings effectively onboarding new clients and more PART III BEYOND THE ESSENTIALS offers even more hands on advice about the human side of sales from dealing with rejection and self doubt to learning about specific tactics to help protect your mental health and more Packed with practical advice useful tools assessments and a toolkit Sales Essentials is the comprehensive resource you need to immediately boost your skills and increase your confidence on the way to career changing sales success **ICMJ's Prospecting and Mining Journal** ,2009 *Internet Industry Almanac* Egil Juliussen,Karen Petska-Juliussen,1998 *Ultimate Start-Up Directory* James Stephenson,2002-12-01 This book gives you the control to identify the right new business venture for you Warm Email Prospecting Ed Gandia,2016 Finding and landing freelance writing work is not easy It requires a great deal of hustle determination and the ability to handle rejection well Fortunately there s a faster and simpler way to prospect for clients using nothing but email This method is perfect if you don t really enjoy prospecting Or if you just don t have the time or the motivation to keep up with the latest marketing fads It s called warm email prospecting And in this nuts and bolts guide

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