

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

Email Example For Sales Prospecting

Shawn Casemore

A red circular graphic with a gradient, appearing as a partial circle or a thick arc, located to the right of the name Shawn Casemore.

Email Example For Sales Prospecting:

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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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

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