

new year, new strategy

External



Inbox



Sarah Brazier <sarah.brazier@gong.io>



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



to [redacted]

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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

Eric Lofholm



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30 Sales Techniques Every Professional Should Know FinInsight Publishing, 2025-03-24 30 Sales Techniques Every Professional Should Know Sell Smarter Close Faster Win More A Hands On Guide to Proven Sales Strategies for Immediate Results Master the Art of Selling with 30 Powerful Actionable Techniques Success in sales isn't about luck it's about using the right techniques at the right time Whether you're a seasoned sales professional an entrepreneur or just starting out in sales this book is your ultimate practical guide to closing more deals and boosting your sales performance Unlike theoretical sales books filled with abstract ideas this book is hands on straight to the point and packed with real world techniques you can apply immediately Every chapter focuses on a single proven sales strategy explaining it in a clear and simple way with practical examples and business cases to help you implement it in real sales situations What You'll Learn in This Book How to create instant rapport and build trust with customers Proven techniques to overcome objections with confidence How to craft a compelling pitch that speaks directly to your buyer's needs Closing strategies that actually work without being pushy Powerful psychological triggers that influence buying decisions Prospecting and lead generation techniques to find more customers How to handle negotiations and turn hesitant prospects into paying clients Why This Book Stands Out Easy to Read Apply No fluff no unnecessary jargon just practical sales techniques you can use right away Actionable Hands On Each chapter provides real world examples and step by step guidance to help you master every technique Flexible Learning Each technique is covered in its own chapter so you can read the book in order or jump straight to the sections that matter most to you For Salespeople of All Levels Whether you're in B2B B2C retail or consulting these techniques apply to any sales role and any industry Who Should Read This Book Sales professionals looking to sharpen their skills and close more deals Entrepreneurs and business owners who need to sell their products or services more effectively Managers and team leaders who want to train and coach their sales teams for better results Students and aspiring salespeople looking for a practical guide to sales success If you're serious about improving your sales performance this book will give you the skills and confidence to succeed Start selling smarter closing faster and winning more deals today **Sales Force Management**

Mark W. Johnston, Greg W. Marshall, Jessica L. Ogilvie, 2025-03-31 This 14th edition of Sales Force Management continues to build on the book's reputation as a contemporary classic fully updated for modern sales management teaching research and practice By identifying recent trends and applications Sales Force Management combines real world sales management best practices with cutting edge theory and empirical research in a single authoritative source The authors have strengthened the focus on the use of technology in sales management including the use of AI in predictive sales analytics updated the content to reflect the enduring impact of the Covid 19 pandemic and revised the case studies and features throughout Pedagogical features include the following All new Thought Bubbles posing international challenges regularly encountered by sales managers to develop students cultural intelligence and ability to handle cross cultural interactions with ease Engaging

breakout questions designed to spark lively discussion Leadership Challenge assignments at the end of every chapter to help students understand and apply the principles they have learned in the classroom Minicases updated to reflect contemporary B2B industry settings that today's graduating sales students will find themselves in such as technology sales roles Leadership Innovation and Technology boxes that simulate real world challenges faced by salespeople and their managers Ethical Moment boxes in each chapter put students on the firing line of making ethical choices in sales Role Play exercises at the end of each chapter designed to enable students to learn by doing This fully updated new edition is an invaluable resource for students of sales management at both undergraduate and postgraduate levels Online supplementary resources include an Instructor's Manual and PowerPoint lecture slides

Ask The Sales Coach-Practical Answers to the Questions Sales People Ask Most Susan A. Enns, 2019-02-20 Contrary to the popular belief sales people don't rely on the gift of the gab to be successful Actually the opposite is true The best sales professionals spend far more time asking and listening than they do talking and selling They ask questions of their customers they ask questions of their colleagues and they ask questions of their managers If Oxford defines curiosity as the strong desire to know or learn something then by that definition sales people are curious by nature In fact that's how sales professionals learn to be professional in the first place This is a collection of practical answers to questions sales people ask most Written by Susan A Enns a professional sales coach with a proven track record of sales excellence over her 30 plus year career Her accomplishments include consecutively being the top sales rep in Canada managing the top sales branch and achieving outstanding sales growth in a national channel sales organization She has written several books about sales and sales management and has created numerous automated sales tools Her work has been published in several locations numerous times and has sold on five separate continents As such over the years Susan has been asked many questions by many sales people After a while she saw that sales people regardless of their experience the products they sell the industries in which they operate or the countries where they sell all share similar curiosities In other words although the wording may be different when asked in an email or when asked in person sales people all ask the same questions the most common of which are answered in this ebook As the old saying goes the only stupid questions are the ones unasked As a sales professional you should never be afraid to Ask the Sales Coach because you will learn so much from the answers Susan really knows the selling world She's honest articulate bright giving highly competent personable and a top professional Welcome her It's the right thing to do Our company hired Susan as our sales coach She has helped me make more appointments close more deals and make more money The 3 most important concepts in sales I would recommend any sales force hire her to help boost business sales Susan understands the sales process intimately and is able to create a management process around it that drives sales people to accomplish their goals Susan knows her stuff She brings many years of great sales experience and success to anyone who wished to improve their skills in sales She is very personable and is not afraid to tell it like it is I would recommend anyone and I have to Susan her website

her books if you want to become a better sales person Thanks for the training I made my quota this year in May [Selling For Dummies](#) Ben Kench,2013-01-15 Get a handle on the most up to date selling strategies and techniques that will help you grow your business Are you looking to enter the world of sales or are you looking for new tips and tactics to expand your business Selling For Dummies gives you the latest information on how to research your prospects master the steps of the sales process follow up with happy customers and much more This straight talking guide helps you develop the sales communication and negotiating skills you need to deliver successful presentations win and retain customers and get the results you want Discover what selling is and isn't Find out how knowing your clients sets you apart from the rest and helps you get to yes Use the seven steps of the selling cycle to score appointments make a good impression give winning presentations address client concerns close sales and more Get valuable tips on how to follow up and build a long term relationship with clients Learn how you can sell well in any economy [Sales 101](#) Wendy Connick,2019-09-17 Learn the ins and outs of sales techniques with this comprehensive and accessible guide that is the crash course in how to sell anything Sometimes it seems like learning a new skill is impossible But whether you are interested in pursuing a full time sales career want to make extra money with sales as a side hustle or are just looking to turn your hobby into a business everyone can benefit from knowing how to sell With Sales 101 you can start selling now This clear and comprehensive guide is perfect for those who are just starting out in the sales field Presented with a casual and an easy to understand tone it gives you the information and training you need to get started Sales 101 teaches the basic sales philosophies and tactics that have been successful for centuries along with newer more up to date information about using the internet and social media to find leads and increase your customer base Whether you need guidance in making a presentation or closing a deal to handling rejection or managing your time Sales 101 shares the best advice and solutions to prepare you for a career in the sales field **The Facebook Era** Clara Shih,2010-07-21 NEW Best Practices and Techniques for Growing Your Business with Facebook Twitter and LinkedIn Completely Updated Five new chapters planning metrics customer service and much more New and revamped case studies New guest contributions from world class experts such as Charlene Li New instantly actionable To Do lists after every chapter New Facebook discussion threads and much more Whatever your business or organizational goals this book will help you use social networking to achieve them Renowned social networking innovator Clara Shih brings together powerful new insights best practices and easy to use To Do lists packed with proven solutions from real world case studies Writing for entrepreneurs and business professionals across marketing sales service product development and recruiting Shih demonstrates how to move from tactical reactive use of social networks toward strategic proactive approaches and how to accurately measure success This edition adds extensive new coverage including hands on techniques for hypertargeting engaging customers through Twitter and LinkedIn leveraging changing social norms and much more You'll also find more than three dozen guest contributions from world class experts such as author Don Tapscott and Harvard Business School

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Professional Selling Dawn Deeter-Schmelz, Gary Hunter, Terry Loe, Ryan Mullins, Gregory Rich, Lisa Beeler, Wyatt Schrock, 2024-02-04 Formerly published by Chicago Business Press now published by Sage Professional Selling covers key sales concepts and strategies by highlighting detailed aspects of each step in the sales process from lead generation to closing Co authored by faculty from some of the most successful sales programs in higher education the Second Edition also offers unique chapters on digital sales customer business development strategies and role play

Continuous Sales Improvement Eric Lofholm, 2021-07-06 What's the secret to succeeding at sales In Continuous Sales Improvement master sales trainer Eric Lofholm reveals the simple but powerful strategy he's taught to tens of thousands of students that anyone can use to improve their sales performance Eric's message is that those who are not good at sales can become good and those who are already good can become great simply by making small continuous improvements in four key areas self improvement sales skills product and service knowledge and technology He gives readers a game plan for making improvements in each of these areas and provides hundreds of detailed strategies practical exercises and actionable instructions to use immediately to begin improving sales results Each chapter includes a convenient at a glance summary and there's a quick review guide so that readers can easily use Continuous Sales Improvement as an ongoing reference Continuous Sales Improvement includes case studies from legendary figures in the history of sales plus interviews with some of today's top performers It also includes tips for selling in specific industries including real estate insurance financial services and network marketing Those who are a salesperson a sales trainer or just a business owner who wants better sales results Continuous Sales Improvement is a must have

Successful Prospecting in Sales , White Collar

Prospecting Shane Nichols, 2025-01-28 There is no About the Book information provided

Media Selling Charles Warner, William Lederer, Brian Moroz, 2020-07-16 The must have resource for media selling in today's technology driven environment The revised and updated fifth edition of Media Selling is an essential guide to our technology driven programmatic micro targeted mobile multi channel media ecosystem Today digital advertising has surpassed television as the number one ad investment platform and Google and Facebook dominate the digital advertising marketplace The authors highlight the new sales processes and approaches that will give media salespeople a leg up on the competition in our post Internet media era The book explores the automated programmatic buying and selling of digital ad inventory that is disrupting both media buyers and media salespeople In addition to information on disruptive technologies in media sales the book explores sales ethics communication theory and listening emotional intelligence creating value the principles of persuasion sales stage management guides and sample in person phone and email sales scripts Media Selling offers media

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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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Managers and entrepreneurs know they have a great product or service but they may not know how best to sell it Useful for nearly any sector or industry this book is a thoroughly practical guide on how to build an excellent sales organisation brick by brick Creating an effective sales organisation is a challenge for many businesses and it s easy to waste resources on ineffective approaches Many MBA and executive education programmes do not cover sales management in any depth Filling this knowledge gap this guide will help readers to create their own unique high performing sales organisation that fits their product and market environment Evidence based and field tested it will gives answers to critical questions including Which sales process should we use How do we recruit retain and inspire our sales team What should we measure and how should we manage it What do great sales managers do Rich with case studies from the author s 25 years of sales consulting experience this book will appeal to a wide variety of managers and entrepreneurs who wrestle with the question How do I grow my business from sales directors to start up founders to MBA students [The Prospecting Blueprint: Finding and Qualifying Leads That Convert](#) Ahmed Musa ,2025-05-25 Let s cut the crap prospecting is the lifeblood of your business No leads no sales No sales no money No money you re dead in the water The Prospecting Blueprint is the down and dirty guide to finding qualifying and converting high quality leads without begging chasing or burning out Forget the cold call scripts and outdated tactics This book gives you the real world framework top closers use to keep their pipeline full of buyers who are ready to say yes Inside you ll learn Where to find hot leads hiding in plain sight How to qualify prospects fast so you stop wasting time on dead weight The one psychological trigger that makes leads lean in and ask for more How to build a repeatable system that feeds your funnel like clockwork No fluff No gimmicks Just a proven blueprint for turning strangers into prospects and prospects into paying customers Whether you re a solopreneur sales pro or scaling founder this book will show you how to hunt smarter close faster and never run dry again Grab it Use it Own the prospecting game for good

The Prospecting Blueprint: Finding and Qualifying Leads That Convert Ajah Excel ,2025-01-22 In sales the foundation of success lies in finding the right prospects and turning them into loyal customers The Prospecting Blueprint Finding and Qualifying Leads That Convert is your step by step guide to mastering the art and science of prospecting helping you identify high quality leads and set the stage for long term success This book dives deep into the tools strategies and techniques

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Virtual Selling

Jeb Blount, 2020-06-25 And just like that everything changed A global pandemic Panic Social distancing Working from home In a heartbeat we went from happy hours to virtual happy hours From conferences to virtual conferences From selling to virtual selling To remain competitive sales and business professionals were required to shift the way they engaged prospects and customers Overnight virtual selling became the new normal Now it is here to stay Virtual selling can be challenging It s more difficult to make human to human connections It s natural to feel intimidated by technology and digital tools Few of us haven t felt the wave of insecurity the instant a video camera is pointed in our direction Yet virtual selling is powerful because it allows you to engage more prospects and customers in less time at a lower cost while reducing the sales cycle Virtual Selling is the definitive guide to leveraging video based technology and virtual communication channels to engage prospects advance pipeline opportunities and seal the deal You ll learn a complete system for blending video phone text live chat social media and direct messaging into your sales process to increase productivity and reduce sales cycles Jeb Blount one of the most celebrated sales trainers of our generation teaches you How to leverage human psychology to gain more influence on video calls The seven technical elements of impactful video sales calls The five human elements of highly effective video sales calls How to overcome your fear of the camera and always be video ready How to deliver engaging and impactful virtual demos and presentations Powerful video messaging strategies for engaging hard to reach stakeholders The Four Step Video Prospecting Framework The Five Step Telephone Prospecting Framework The LDA Method for handling telephone prospecting objections Advanced email prospecting strategies and frameworks How to leverage text messaging for prospecting and down pipeline communication The law of familiarity and how it takes the friction out of virtual selling The 5C s of Social Selling Why it is imperative to become proficient with reactive and proactive chat Strategies for direct messaging the Swiss Army Knife of virtual selling How to leverage a blended virtual physical selling approach to close deals faster As you dive into these powerful insights and with each new chapter you ll gain greater and greater confidence in your ability to effectively engage prospects and customers through virtual communication channels And with this newfound confidence your

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