

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]

[redacted]

As fab 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

Susan A. Enns



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

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 **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 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

Closing Secrets Amelia Green, AI, 2025-03-03 Closing Secrets reveals how to convert prospects into loyal customers by mastering closing techniques objection handling and lead conversion It argues that sales mastery is a learnable skill not an innate talent emphasizing preparation active listening and persuasive communication The book highlights how building genuine relationships and providing value are crucial in today's market where transparency and personalized solutions are expected The book progresses from understanding the psychology of sales to developing a robust sales process It provides scripts and examples for various closing methods and equips readers with strategies for turning skepticism into trust You'll learn to identify qualify and nurture leads to maximize conversion rates Ultimately the approach emphasizes a customer centric sales strategy fostering long term relationships and repeat business Closing Secrets provides actionable advice supported by real world examples for sales professionals entrepreneurs and business owners The book's value lies in its practical conversational tone making complex concepts accessible and applicable for immediate improvement in sales performance conversion rates and customer relationships

[Selling in a Crisis](#) Jeb Blount, 2022-10-18 Find the motivation

and confidence to stay on top when everything hits the fan In volatile times it is hard to sell It seems like every company is on a spending freeze cutting back or pushing off making decisions Buyers become scarce and the competition for the few that are still buying is fierce People don't want to meet with you objections are harsher customers cancel orders and contracts on a whim and pressure you for price decreases Yet you are still under the same pressure to make your sales number If you don't your income will take a hit Don't even mention the 401 k that you are afraid to even look at with the markets in free fall In this situation it's natural to feel stressed out and feel demotivated In *Selling in a Crisis* the world's most sought after sales trainer Jeb Blount delivers an essential blueprint for staying motivated keeping your pipeline full increasing sales retaining your customers and advancing your career in times of uncertainty and change In his classic no nonsense style Jeb gives you 55 easy to consume tips techniques and tactics that are time tested and proven to help you stay on top when everything and everyone else is down You'll also discover The real secrets to selling more in a crisis The difference between rainmakers and rain barrels and how to find opportunity in adversity Why you must stop swimming naked and put your bathing suit on Why you don't get into buckets with crabs How to be a RIGHT NOW sales professional 7 Steps of Effective Prospecting Sequences and how to be professionally persistent How to adjust sales messaging to meet the moment The sales secrets of frogs squirrels and horses Sutton's Law and why you must go where the money is Why you need more than charm and a great personality to close sales in a crisis The five questions you must answer in the affirmative for every stakeholder How to handle buying commitment objections in a crisis How to protect your turf from competitors and your profits from price decreases Five ways to protect and advancing your career How to be bold and always trust your cape And so much more Jon Kabat Zinn once said You can't stop the waves but you can learn to surf This is exactly what you'll learn to do in this indispensable guide for sales professionals who are navigating the rough seas of volatility With each chapter you will find the motivation inspiration and confidence catch to rise above the negativity catch your wave and take control of your life career mindset and income

The Builder's Guide to the Tech Galaxy Martin Schilling, Thomas Klugkist, 2022-07-13 Learn to scale your startup with a roadmap to the all important part of the business lifecycle between launch and IPO In *The Builder's Guide to the Tech Galaxy* 99 Practices to Scale Startups into Unicorn Companies a team of accomplished investors entrepreneurs and marketers deliver a practical collection of concrete strategies for scaling a small startup into a lean and formidable tech competitor By focusing on the four key building blocks of a successful company alignment team functional excellence and capital this book distills the wisdom found in countless books podcasts and the authors own extensive experience into a compact and accessible blueprint for success and growth In the book you'll find Organizational charts sample objectives and key results OKRs as well as guidance for divisions including technology and product management marketing sales people and service operations Tools and benchmarks for strategically aligning your company's divisions with one another and with your organization's North Star Templates and tips to attract and retain a triple A team with the right

scale up mindset Checklists to help you attract growth capital and negotiate term sheets Perfect for companies with two ten or one hundred employees The Builder s Guide to the Tech Galaxy belongs on the bookshelves of founders managers entrepreneurs and other business leaders exploring innovative and proven ways to scale their enterprise to new heights

Successful Prospecting in Sales , 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 success and income will soar Following in the footsteps of his blockbuster bestsellers People Buy You Fanatical Prospecting Sales EQ Objections and Inked Jeb Blount s Virtual Selling puts the same strategies employed by his clients a who s who of the world s most prestigious organizations right into your hands **SALES SALE SALES** Stephen Harris,2014-03-27 e This book from Stephen Harris is a great source of real life practical advice on how to generate hot leads and then how to close them in a way that gets stunning results e Amanda P Holden Vice President Amanco Associate Holdings **The Invisible Sale** Tom Martin,2013 Hate cold calling Stop doing it

Build a supercharged highly automated digital sales prospecting system that attracts more qualified leads shortens sales cycles and increases conversion rates painlessly In *The Invisible Sale* Tom Martin reveals techniques he s used to drive consistent double digit growth through good times and bad with no cold calling Martin s simple repeatable process helps you laser target all your marketing activities sales messages and sales calls based on what your prospects are actually telling you Martin boils complex ideas down to simple straightforward language real life case studies easy to understand templates and actionable solutions Back cover *AI, Agents & Automation for Business Development & Growth 2025* Jens

Belner,101-01-01 The Future of Business Development is Here Are You Ready Gone are the days of cold calls manual lead qualification and time consuming follow ups AI intelligent agents and automation are now the secret weapons of high growth businesses Imagine having an AI powered business development team that works 24 7 identifies high intent leads before your competitors personalizes outreach at scale and automates follow ups all without lifting a finger AI Agents Automation for Business Development Growth 2025 is your ultimate guide to leveraging AI to generate more leads close more deals and scale your business without adding more headcount What You ll Learn in This Game Changing Book AI Powered Lead Generation Use AI tools to find and engage prospects before they even know they need you Automated Sales Prospecting Let AI handle research outreach and follow ups while you focus on closing deals Hyper Personalized Outreach AI driven messaging that feels personal yet scales effortlessly AI Agents for Sales Marketing Deploy virtual assistants that automate workflows and boost conversions AI Powered CRM Forecasting Predict sales success with AI driven insights and real time analytics The Future of AI in Business Growth Stay ahead with cutting edge strategies for 2025 and beyond Who is This Book For Business Owners Entrepreneurs Scale faster with AI powered automation Sales Marketing Leaders Convert more leads with smart AI driven strategies B2B Business Development Professionals Master AI tools to gain a competitive edge Consultants Growth Experts Learn how AI can streamline deal making and partnerships AI is No Longer Optional It s Essential The businesses that embrace AI driven sales and automation today will dominate their industries tomorrow Don t be the one struggling with outdated methods while your competitors automate their way to success Grab your copy of *AI Agents Automation for Business Development Growth 2025* and start winning more deals scaling faster and growing smarter NOW [The LinkedIn Edge](#) Jeb Blount,Brynne Tillman,2025-09-23 Combine LinkedIn and AI to multiply your selling

potential Most sales professionals and entrepreneurs are desperate to find new techniques to help them break through the overwhelming noise and get the attention of high value decision makers They want to make fewer cold calls face less resistance and have more meaningful conversations This is why Jeb Blount the world s most Fanatical Prospector and Brynne Tillman the LinkedIn Whisperer joined forces to create *The LinkedIn Edge* the definitive playbook for combining LinkedIn AI and proven outbound prospecting strategies to build bigger better and more qualified pipelines In this highly practical guide you will learn the tactics techniques frameworks and secret shortcuts that transform LinkedIn into a list building prospecting

referral getting lead generation machine that will help you sell more win more and earn more You ll learn how to Leverage LinkedIn AI to build better more effective prospecting lists Integrate LinkedIn into your outbound prospecting sequences to increase engagement Find decision makers on LinkedIn using smart targeting strategies Use AI tools to streamline research and get crucial contact information Write prospecting messages that convert with proven frameworks AI Multi thread and penetrate buying committees to bend win probability in your favor through deeper relationships Jump over gatekeepers and get direct introductions to c level decision makers Leverage your network to warm up cold calls and generate referrals Get prospects to accept your LinkedIn connection requests Turn LinkedIn into a powerful lead gen engine that brings hot buyers to you Deploy the 5s familiarity framework to build name recognition authority trust Get more prospecting done in less time with better results The LinkedIn Edge is not the typical social selling book focused on vanity metrics or going viral There is no fluff or shallow moon launch techniques that never really work This is a step by step playbook written by practitioners It is about what works in the real world in the grind of the sales trenches blending fast prospecting outreach with systematic relationship building sequences to engage prospects with confidence consistency and relevance With each chapter and every lesson you ll learn how LinkedIn mastery combined with an AI edge can give you almost superhuman prospecting powers that will explode your pipeline and your income

Contemporary Selling Mark W. Johnston,Greg W. Marshall,Jessica L. Ogilvie,2025-04-14 Contemporary Selling is the only book that combines full coverage of up to date personal selling processes with a straightforward look at sales management practices delivered in a way that students want to learn and instructors want to teach The overarching theme of the book is enabling salespeople to build relationships successfully and to create value with customers It is a comprehensive holistic source of information about the selling function in modern organizations that links the process of selling what salespeople do with the process of managing salespeople what sales managers do A strong focus on the modern tools of selling such as customer relationship management CRM social media and technology enabled selling and sales analytics means the book continues to set the standard for the most up to date and student friendly selling book on the market today The book has been fully updated with new content throughout including the impact of the COVID 19 pandemic the rise of remote working and virtual selling advances in sales technology and tools such as the use of AI and automation value based sales and social selling Pedagogical features include Mini cases to engage students and reinforce learning objectives Ethical Dilemma and Global Connection boxes that simulate real world challenges New Cultural Sales Challenges that engage inform and develop students cultural intelligence in sales scenarios New Application Exercises at the conclusion of each chapter with specific applications for in the classroom and in the field Role Play exercises that enable students to learn by doing Discussion Questions to drive classroom discussion and help students connect important concepts This 7th edition is an invaluable resource for students of personal selling at both undergraduate and postgraduate levels Supplementary resources include an instructor s manual and PowerPoint slides

Sales

Management for Start-ups and SMEs Anderson Hirst, 2024-09-03 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 give 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

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

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 needed to build a strong sales pipeline and focus your efforts on leads that are most likely to convert Whether you're a sales professional entrepreneur or business owner this guide will give you the edge you need to prospect like a pro Inside you'll learn how to Identify your ideal customer profile ICP to focus on the right audience Use modern tools and platforms to source high quality leads efficiently Craft outreach messages that grab attention and spark meaningful conversations Qualify leads effectively to avoid wasted time and maximize your ROI Implement multi channel prospecting strategies using email social media and calls Build a repeatable prospecting system to keep your pipeline full Packed with actionable advice real world examples and expert insights The Prospecting Blueprint equips you with the skills to find engage and qualify leads that drive results If you're ready to stop chasing the wrong leads and start building a predictable profitable sales process this book will show you how Turn cold leads into hot opportunities with the ultimate prospecting guide in your hands

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 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 professor Mikolaj Piskorski as well as a brand new chapter on customer service and support today s fastest growing area of business social networking Shih has even added new chapters focused on advice for small businesses healthcare and education organizations nonprofits and political campaigns making this the one indispensable social networking guide for every organization

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