

new year, new strategy

External



Inbox



Sarah Brazier <sarah.brazier@gong.io>



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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

**Yicheng Fang**



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