

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 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

Yijin Wang



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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 is 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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Sales Force Management Mark W. Johnston, Greg W. Marshall, Jessica L. Ogilvie, 2025-03-31 This 14th edition of

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