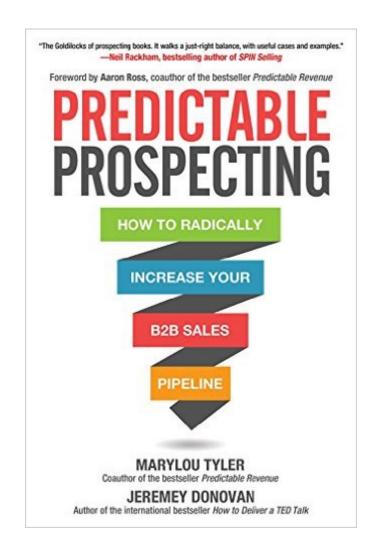
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Predictable Prospecting: How To Radically Increase Your B2B Sales Pipeline





Synopsis

The proven system for rapid B2B sales growth from the coauthor of Predictable Revenue, the breakout bestseller hailed as a â œsales bibleâ • (Inc.com)If your organizationâ ™s success is driven by B2B sales, you need to be an expert prospector to successfully target, qualify, and close business opportunities. This game-changing guide provides the immediately implementable strategies you need to build a solid, sustainable pipeline â • whether youâ ™re a sales or marketing executive, team leader, or sales representative. Based on the acclaimed business model that made Predictable Revenue a runaway bestseller, this powerful approach to B2B prospecting will help you to:â ¢Ä Identify the prospects with the greatest potential⠢ŠClearly articulate your companyâ ™s competitive position⠢ Implement account-based sales development using ideal account profiles⠢ Refine your lead targeting strategy with an ideal prospect profile⠢ Start a conversation with people you donâ [™]t know⠢ Land meetings through targeted campaigns⠢ Craft personalized e-mail and phone messaging to address each potential buyer⠙s awareness, needs, and challenges.⠢ Define, manage, and optimize sales development performance metrics⠢ Generate predictable revenueYouâ ™II learn how to target and track ideal prospects, optimize contact acquisition, continually improve performance, and achieve your revenue goalsa •quickly, efficiently, and predictably. The book includes easy-to-use charts and e-mail templates, and features full online access to sample materials, worksheets, and blueprints to add to your prospecting tool kit. Following this proven step-by-step framework, you can turn any B2B organization into a high-performance business development engine, diversify marketing lead generation channels, justify marketing ROI, sell into disruptive marketsâ •and generate more revenue than ever. Thatâ [™]s the power of Predictable Prospecting.

Book Information

Hardcover: 256 pages Publisher: McGraw-Hill Education; 1 edition (August 15, 2016) Language: English ISBN-10: 1259835642 ISBN-13: 978-1259835643 Product Dimensions: 6.3 x 1.1 x 9.1 inches Shipping Weight: 1.1 pounds (View shipping rates and policies) Average Customer Review: 4.9 out of 5 stars Â See all reviews (14 customer reviews) Best Sellers Rank: #29,287 in Books (See Top 100 in Books) #6 in Books > Business & Money > Marketing & Sales > Marketing > Industrial #34 in Books > Business & Money > Small Business & Entrepreneurship > Marketing #126 in Books > Business & Money > Marketing & Sales > Sales & Selling

Customer Reviews

This book has an interesting story behind it.As VP of Sales Strategy, Jerry Donovan (one of the books co-authors) engages Marylou Tyler, a sales process improvement expert (and the other co-author) on a project to optimize his company's top-of-funnel sales pipeline.It's no easy task.During the engagement, Jeremy is blown away by Marylou's methodology. Out of all the books he's read, out of all the consultants he's hired, he's seen nothing like what Marylou is able to accomplish in such a short time.Jeremey is so blown away in fact, he pitches Marylou on a book collaboration. He passionately believe the sales world needs a book like this.And, almost two years later, Predictable Prospecting is born.Lumping Predictable Prospecting into all the other B2B sales prospecting books coming out this year would be a mistake.Because this book, written by two seasoned sales veterans, goes beyond inspiration, theory and good tips.It's about IMPLEMENTATION. Action. How to strategically optimize your B2B, top-of-funnel, sales pipeline.In my case, I'm co-owner in two B2B companies. One in the highly competitve retail auto industry where every marketing and sales dollar is tracked and measured. The other, helping local small businesses increase their sales.In both, I have meticulously tracked and optimized our pipeline.

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