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Marylou Tyler, Jeremey Donovan
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"The Goldilocks of prospecting books. It walks a just-right balance, with useful cases and examples."
—Neil Rackham, bestselling author of *SPIN Selling*

Foreword by Aaron Ross, coauthor of the bestseller *Predictable Revenue*

PREDICTABLE PROSPECTING



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#79928 in eBooks 2016-08-19 2016-08-19 File Name: B01H5SHIYU | File size: 53.Mb

Marylou Tyler, Jeremey Donovan : Predictable Prospecting: How to Radically Increase Your B2B Sales Pipeline (Business Books) before purchasing it in order to gage whether or not it would be worth my time, and all praised Predictable Prospecting: How to Radically Increase Your B2B Sales Pipeline (Business Books):

3 of 3 people found the following review helpful. This book is packed with incredible insight and actionable tools for building world-class prospecting teamsBy Mark GallowayWe are at the beginning of a long cycle of major disruptions to the traditional B2B sales cycle. Buyers don't behave the way the used to for a variety of different reasons, least of

which is their infinite access to information. Many thought that inbound marketing would be the solution to every ill, but B2B firms with complicated offerings are now realizing that while it is an important tactic, it cannot replace outbound prospecting efforts. Marylou has assimilated the rationale, the recipe, and the roadmap for implementing world-class prospecting teams. Read it, learn it, live it!!2 of 2 people found the following review helpful. #Beyond what I expectedBy Nathan SimmonsThis book provides you with a systematic approach to targeting the most relevant customers to your business alongside a customized approach to starting those valuable conversations leading to first meetings and beyond.Pair this with James Muir's "The Perfect Close" and you have one amazing overall approach to finding and winning lifelong customers that will truly benefit from your offerings while achieving outcomes they didn't think possible.3 of 3 people found the following review helpful. Actionable advice for serious revenue growth leadersBy manhattanitesThis is how the predictable funnel is actually built in the most sophisticated technology companies in the world right now. Incredibly cogent, well organized and cutting edge, it even references the right software for "cadences." Marylou has synthesized all the best practices into one concise, actionable manual. I'm not surprised to see the massive success her clients are having in testimonials they've left on her LinkedIn profile. The trouble with most systems is they're not scalable or too conceptual. Marylou transcends that by giving sales leaders the fishing rod and helping them think through their specific KPIs, challenges and then takes it to the next level with optimization / troubleshooting. A+

The proven system for rapid B2B sales growth from the coauthor of Predictable Revenue, the breakout bestseller hailed as a "sales bible" (Inc.com) If your organization'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—whether you'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:

- Identify the prospects with the greatest potential
- Clearly articulate your company'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 don'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 revenue

You'll learn how to target and track ideal prospects, optimize contact acquisition, continually improve performance, and achieve your revenue goals—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 markets—and generate more revenue than ever. That's the power of Predictable Prospecting.

From the Back Cover: "Most of what has been written for salespeople about prospecting and pipeline management does nothing to improve their sales results. Either it's too theoretical, which makes it complex and impractical or, even worse, it's too simple to help in the real world. This is the Goldilocks of prospecting books. It walks a just-right balance, with useful cases and examples." Neil Rackham, bestselling author of SPIN Selling

"Prospecting is the most important work in sales. It's also the one activity that virtually all salespeople and sales organizations struggle to do consistently. In Predictable Prospecting you'll learn how to streamline your prospecting activities into an effective selling system that works! If you're ready to make more money and accelerate your sales productivity, then this book is essential reading. Jeb Blount, CEO of Sales Gravy, Inc., and author of Fanatical Prospecting and People Buy You

"Marylou is one of the finest and brightest minds I know when it comes to 'upping the game.' She makes outbound prospecting far more productive, predictable, and profitable. Her latest thinking is not only worthwhile reading, it's a MUST if your business goal is increased revenue performance." Jay Abraham, founder and CEO of Abraham Group, Inc., and author of Getting Everything You Can Out of All You've Got

"Predictable Prospecting does for the 'modern seller' what Predictable Revenue did back in its day. In this book you get an updated process that integrates with what is currently working in your playbook. Not a rip-and-replace strategy . . . just better." Trish Bertuzzi, CEO of The Bridge Group and author of The Sales Development Playbook

"Predictable Prospecting offers a great mix of tactical recommendations within a strategic methodology for predictable pipeline generation. This is a great book for staying current on the technologies and processes that are proving to be the most effective." Brent Holloway, VP of Corporate Sales at Talend, Inc., and coauthor of Sales 2.0

"Most sales organizations suffer from an unoptimized sales process. The result? Inconsistent sales and revenue as well as missed forecasts. In Predictable Prospecting, Tyler and Donovan show you how to reengineer your sales prospecting into an opportunity machine." Max Altschuler, founder and CEO of Sales Hacker, Inc., and author of Hacking Sales

"This book

is my team's go-to playbook for generating predictable revenue." Paul Fifield, Chief Revenue Officer of UNiDAYS "Marylou Tyler combines great wisdom and knowledge to help solve the pipeline development challenge we face daily. This book will unlock the door to consistent and predictable pipeline growth like never before." Nick Scaglione, VP of Sales and Business Development at VoxGen "This book leads you to a true understanding of sales productivity." Mark Kosoglow, VP of Sales at Outreach SaaS "Predictable Prospecting provides a pragmatic approach to improving sales results with examples and stories that will motivate the reader to reach higher levels of personal success, striking the right balance of theory and practicality in a space where 'getting to the point' is critical." Daniel J. Houston, chairman, president, and CEO of Principal Financial "About the Author A successful trainer and consultant, Marylou Tyler advises Fortune 1,000 companies on how to improve the sales process, specifically the assembly, activation, and optimization of the outreach sales channel. She is the bestselling coauthor of Predictable Revenue. Jeremy Donovan is the SVP of Sales Strategy at Gerson Lehrman Group (GLG) and spent 16 years in leadership roles at Gartner. He is the author of the international bestseller How to Deliver a TED Talk.