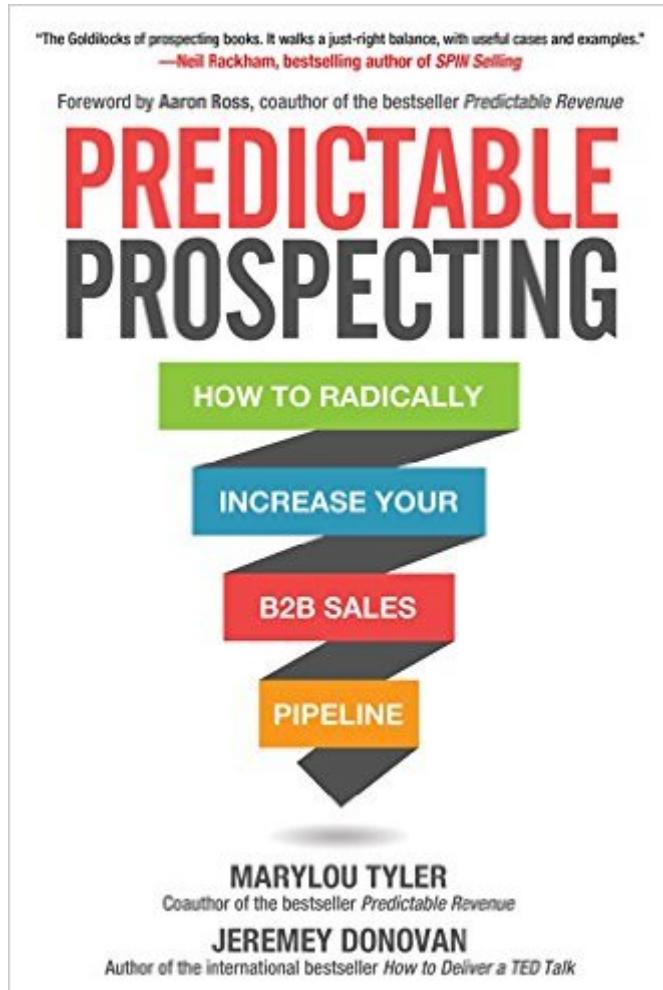


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# Predictable Prospecting: How To Radically Increase Your B2B Sales Pipeline



## Synopsis

The proven system for rapid B2B sales growth from the coauthor of *Predictable Revenue*, the breakout bestseller hailed as a “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*.

## 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 • See all reviews (14 customer reviews)

Best Sellers Rank: #29,287 in Books (See Top 100 in Books) #6 in Books > Business & Money >

## 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. Jeremy 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 competitive 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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