



Predictable Prospecting: How to Radically Increase Your B2B Sales Pipeline

Marylou Tyler, Jeremy Donovan

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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*.

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