PREDICTABLE
PROSPECTING

HOW TO RADICALLY

INCREASE YOUR

B2B SALES

PIPELINE

MARYLOU TYLER AND **JEREMEY DONOVAN**

Resumo de Predictable Prospecting: How to Radically Increase Your B2B Sales Pipeline

The proven system for B2B sales growth from the coauthor of Predictable Revenue, the breakout bestseller hailed as Silicon Valley s sales bible (Inc.com)If your organization s success is driven by B2B sales, this powerhouse of a book shows you how to generate new opportunities, build sales consistently, and focus on high revenue accounts with higher probability.

It s the most reliable and predictable prospecting system available, developed by the coauthor of the bestselling Predictable Revenue and the author of the international bestseller How to Deliver a TED Talk.Following a proven step-by-step framework, you can turn any B2B organization into a high-performance business development engine.

You ll learn how to target and track ideal prospects, optimize contact acquisition, continually improve performance, and achieve revenue goals quickly, efficiently, and predictably. As a bonus, you ll receive full online access to sample materials, worksheets, blueprints, and more.If you are a business professional tasked with new business development, revenue generation, diversifying marketing lead generation channels, selling into disruptive markets, and justifying marketing ROI, Predictable Prospecting will be an invaluable resource."

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