

# PREDICTABLE PROSPECTING

HOW TO RADICALLY

INCREASE YOUR

B2B SALES

PIPELINE

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# 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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