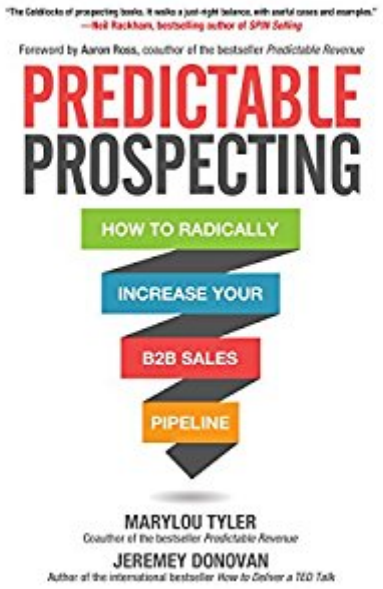
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Predictable Prospecting: How To Radically Increase Your B2B Sales Pipeline



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Synopsis

The proven system for rapid B2B sales growth from the coauthor of Predictable Revenue, the breakout best seller 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 best seller, this powerful approach to B2B prospecting will help you to: Identify the prospects with the greatest potentialClearly 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 email 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 email 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

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Customer Reviews

We 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!!

This 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.

This 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+

Just finished this excellent read yesterday. Five stars from start to finish, top to bottom. Loved all of the relevant examples and samples provided to engage the B2B marketplace to allow for more predictable prospecting. Lots of great gems tucked within these pages. I really loved the common sense approach given on how to gain more opens to my emails. I immediately tried it, and since making a tiny tweak to my messaging I have noticed 15% more of my emails now being opened.In addition, I tried the ’Contact Us’ page approach to organic lead generation as mentioned and illustrated on page 98 (except I used 500 companies in my test) and gained alarmingly similar results. Super solid read, certainly recommend this book!

I was skeptical. I had watched a webinar where Marylou Tyler walked through the steps of Predictable Prospecting and thought "this looks great for a company with a sales team". I was skeptical that it would work for me as a solo business owner. I was wrong! And I am glad I was wrong! I had been using social media and networking events to prospect and get sales. And it was working. I just wanted a more predictable way to have a full pipeline and I found it in this book. Not only is it working for me, it’s working for another solo business owner I shared it with. What business am I in? I do business research and marketing consulting. The other business owner works exclusively with attorneys and law firms as a researcher (think a step above paralegal). We know our target market. We know how to approach them. We just needed an extra tool and an outline (system) of how to keep our names and businesses in front of them. This book showed us how. Yes, I have added prospects to my network. Yes, I have a process for following up with them. And, yes, I have increased my sales. The foundation for Predictable Prospecting will work for any business.

Frequently when speaking with sales professionals and sales leaders about prospecting, I hear one of two things: either prospecting is such a daunting task that they do all they can to avoid doing it, or others say that their approach to prospecting is much like throwing a whole bunch of stuff against the wall without ever getting a good understanding as to what sticks. Marylou and Jeremey have done an excellent job creating a clear path to systematically getting more of the RIGHT opportunities into the top of your sales pipeline. It’s clear that a tremendous amount of research as well as tested strategies went into putting this book together. Packed with lots of comprehensive examples on who to target, which tools to use to target them and finally what to say in your outreach, this is the type of book that you should refer back to over and over. Whether you are a small business owner or a member of a company with an established sales division, you will take away a tremendous amount of tangible action items that you can implement immediately to proactively bring more new business opportunities into your organization.

I have absolutely no reservations giving this book five stars. It is GREAT. All pages in this book are worth reading both once and twice. For most companies and individuals engaged with business development, marketing, sales development, sales, account management and other revenue generation activities this book could well be their bible when it comes to ensuring predictable lead generation.

Having known and worked with Marylou over 20 years Predictable Prospecting is the perfect evolution of the art and science we've been practicing over the years. Whether it was in the early days of "direct response", then the "innovation" of email and 2.0 and 3.0 software tools, the principles remain the same. Target your audience, profile their buying needs, test and tune your message through a multi-step process. Using a test and control approach, count everything! Refine and repeat. This book clearly outlines the framework for success using all the tools available. Whether your volumes are large or smaller use the same approach, just tweak the timing. In 6 months we tripled our pipeline.

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