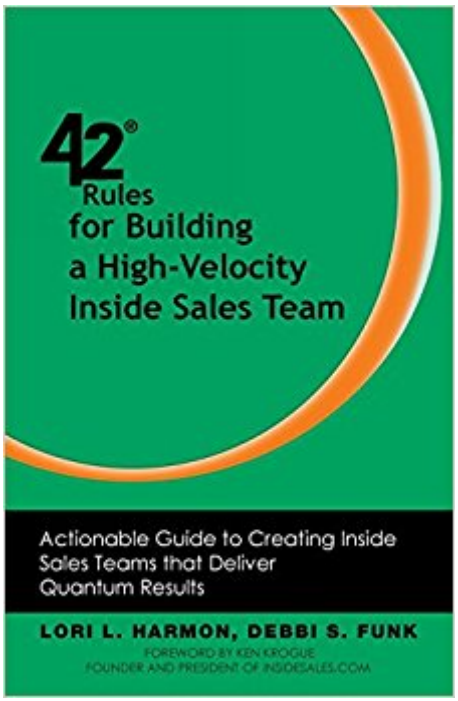
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42 Rules For Building A High-Velocity Inside Sales Team: Actionable Guide To Creating Inside Sales Teams That Deliver Quantum Results



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Synopsis

Inside sales is the fastest growing sales channel due to its cost effective nature. An inside sales rep can handle far more contacts on a daily basis than their field sales counterpart. If you are a "C" level executive with responsibility for delivering revenue, you cannot afford to overlook the rules contained in this fast-paced, powerful, book. "42 Rules for Building a High-Velocity Inside Sales Team: Actionable Guide to Creating Inside Sales Teams that Deliver Quantum Results" will help you and your team understand: The key elements required to build a high-velocity inside sales team that will accelerate your revenue. The different types of inside sales teams you can leverage, how and where to staff them, and the types of tools that are required for them to operate effectively. The importance of a common sales language, consistent processes and clearly defined weekly metrics. With the popularity of inside sales skyrocketing, so is the demand for inside sales talent. Lori Harmon and Debbi Funk prepare you with the info you need to make smart choices when building a high-velocity inside sales team; This includes recognizing the specialized skills required to manage and lead an inside sales team, understanding the skills required of an ideal inside sales rep, and quantifying the cost of a bad hire. Pick up this book and see for yourself the value that these rules will help you bring to your organization.

Book Information

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Customer Reviews

This book is a great resource for anyone in the business of selling. Great advice from the authors - Don’t be afraid to ask for expert advice. Inside sales has growing 300% faster than outside sales. To me, that is just the beginning. It will keep growing. Here’s why.In the introduction, Ken Krogue said,

"The pragmatic definition of inside sales is simple: inside sales is remote sales." The operative word is "remote sales." These days, buyers call the shot. That translates to "remote buying." Way back in 1994, started to popularize online buying . . remotely. Today, I buy books, vitamins, and all my household white goods online . . from remote sellers.Why would a B2B buyer restrict himself to buying from a vendor who has a salesperson to meet him face to face?I recommend this book to anyone in business and in selling.

The book covers a broad range of topics from compensation and performance metrics to hiring criteria and organizational models. There are good explanations of the different types of functions within Inside Sales (lead identification, new business sales and managing existing accounts) as well recommendations on how to team with Field Sales. If you have worked in sales or marketing then much of the information will be familiar to you. However, I suspect you will not have seen all of the concepts packaged in such a well-written, easy-to-read format.I would have liked to see more depth on the concept of a high-velocity, low-touch business model. And also more on best practices for scaling an Inside Sales Organization from small to large.Nonetheless, I would recommend the book for anyone seeking an introduction or a refresher on Inside Sales.

I don’t have anything negative to say about the content but this is the Cliff Notes version of a full book that could be written on this subject. There is only about 2 pages on each of the 42 rules, so if you are looking for very brief and high-level guidance like "Adopt a Sales Methodology" then this "book" is for you but if you are looking for detailed and potentially actionable information then you may be disappointed.

Used it for my business w success. Helped us structure comp plans. Responsibilities, handoffs from lead gen to sales qualification to sales.

A good primer for anyone interested in better understanding what makes an Inside Sales team "tick". Most of the rules are fairly obvious, however the author does a good job of tying many of them together and helping the reader to fill in blanks for themselves around how they might apply them in their particular selling environment.

Targeted at VP Inside Sales or Director Inside Sales - the book has some very tactical / operational best practices to get your inside sales team off the ground. Especially helpful is the benchmarking

data to better understand how your organization stacks up.

The information is very useful, especially to new sales managers. The authors would do well to get a real editor for the next edition.

I love the format as it is concise and to the point. With one rule per 2 pages, the practicality of it is fantastic! The book drove me to think about each of the criteria/rules as it applied to my business situation. I like #1 especially (and 41) because a one-size fits all doesnÃƒÂ¢Ã â ¬Ã â„¢t work and the author claims throughout that we must take the information and use it in our own situation. I love their thought provoking question (bold) at the end of each rule and love the fact that they have broken it up into 4 bite-size sections. I will hand this book off many others and can recommend it without reservation. Money well spent!

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