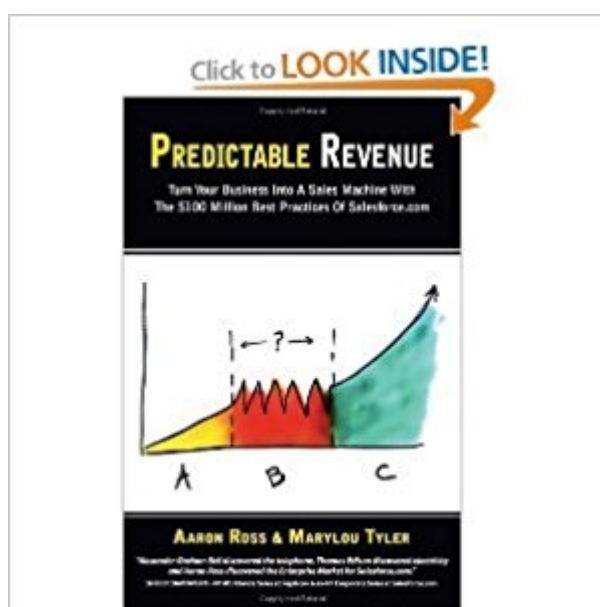


The book was found

[(Predictable Revenue: Turn Your Business Into A Sales Machine With The \$100 Million Best Practices Of Salesforce.com)] [Author: Aaron Ross] [Jul-2011]



Book Information

Paperback

Publisher: Pebblestorm (July 8, 2011)

Language: English

ASIN: B00FNS8TFM

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (280 customer reviews)

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Customer Reviews

I definitely enjoyed the book Predictable Revenue and really like the author's style. Ross did an amazing job helping Salesforce.com generate its opportunities, and this book tells his story of building the lead generation function from scratch and gives some great examples of his leadership style. I would have liked it to have been more specific, but it still fully deserves a 5 star rating for being the course on "Bay Area Lead Gen Scaling 101." Having built and managed a 5+ member lead generation team from scratch exactly like the author, here are my thoughts on the book: Ross' Vision: 1) Don't let the so-called "reality" stop you. (Love this comment) 2) Subteams and miniCEOs, cool idea for teams within companies. (Great vision, his best) 3) Design CEOs and VPs of Sales out of the sales process. (Hmm, interesting. Agreed) 4) The future of sales is on new user acquisition and important titles like VP of Lead or Demand Gen. (Agreed) 5) Design self-managing teams. (Good) The 4 things Ross nails especially well: 1) "Prospects should earn proposals." (This is the best line ever, I always say this) 2) Always get prospects to talk about their business, not selling the product. Ask "why" 3x or more. (Great!!) 3) In 6 months, follow-up on all past opportunities. (Important) 4) Ask yourself in order, "what can I:" A. eliminate B. automate C. outsource D. delegate Some facts: 1) "Short and sweet" emails get over 9% open rate vs. sales-y at 0%. 2) Responsibilities of VP Sales includes: goal setting, involvement in big deals, culture, etc. (See full list) 3) Most inbound leads come from small businesses, not enterprises.

This is an outstandingly valuable book despite its very poor editing (repeated or fractured content, abrupt transitions, random [filler](#) • esp. at the end of the book, etc.). The fundamental premise is that the conventional wisdom of growing sales by solely growing the number of salespeople no longer works without having a highly structured and highly specialized sales process consisting of the following: 1. Begin with inbound lead generation via referrals 2. Employ dedicated Market

Response Reps whose sole job is to qualify and pass inbound leads to Account Executives they are aligned to. Market reps should adhere to the following process:

- Pre-qualify / score leads to remove junk
- Respond immediately to "Contact Me" or "Request a Trial" leads. Respond in 24 hours to most other leads.

3. Employ dedicated outbound Sales Development Reps whose sole job is to qualify dormant accounts or targeted accounts meeting your Ideal Customer Profile (see 3a). They should use the following process:

- Define an Ideal Customer Profile
- Assemble lists consisting of 6-month or longer dormant accounts and/or those fitting the Ideal Customer Profile
- Each day before 9am and then after 5pm, send 50-100 short and sweet plain text emails to high level executives
- Follow up each email with a call
- Repeat the email + call cycle 3 to 5 times over 21 days until you set up a scheduled discovery/qualification call. After 21 days, recycle the lead
- Once you reach the prospect, start with "Did I catch you at a bad time?"
- During the discovery/qualification call, your goal is to ask great questions and listen
- Hot hand-off leads to one of the 2-5 Account Executives they are aligned to
-

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