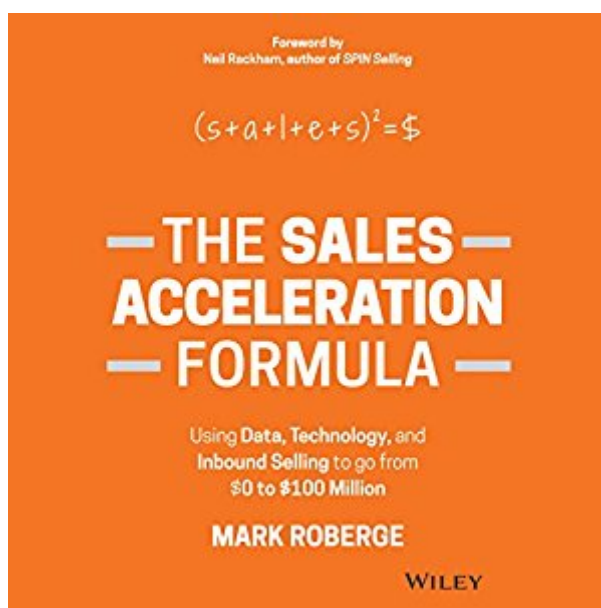The book was found

The Sales Acceleration Formula: Using Data, Technology, And Inbound Selling To Go From $0 To $100 Million

Synopsis

Use data, technology, and inbound selling to build a remarkable team and accelerate sales. The Sales Acceleration Formula provides a scalable, predictable approach to growing revenue and building a winning sales team. Everyone wants to build the next $100 million business, and author Mark Roberge has actually done it using a unique methodology that he shares with his listeners. As an MIT alum with an engineering background, Roberge challenged the conventional methods of scaling sales utilizing the metrics-driven, process-oriented lens through which he was trained to see the world. In this audiobook he reveals his formulas for success. Listeners will learn how to apply data, technology, and inbound selling to every aspect of accelerating sales, including hiring, training, managing, and generating demand. As SVP of worldwide sales and services for software company HubSpot, Mark led hundreds of his employees to the acquisition and retention of the company's first 10,000 customers across more than 60 countries. This book outlines his approach and provides an action plan for others to replicate his success, including the following key elements: Hire the same successful salesperson every time - The Sales Hiring Formula Train every salesperson in the same manner - The Sales Training Formula Hold salespeople accountable to the same sales process - The Sales Management Formula Provide salespeople with the same quality and quantity of leads every month - The Demand Generation Formula Leverage technology to enable better buying for customers and faster selling for salespeople

Book Information

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Customer Reviews

Mark Roberge, HubSpotÃƒÂ¢Ã â¬Ã â„¢s Sales VP since inception, beautifully captures the problems in hiring and ramping salespeople in a new business in his recently published book, The Sales Acceleration Formula.This is one of the most important books for sales leaders, entrepreneurs and CEO's of emerging companies ever written. Why? Because it takes an outsider with no prior sales experience to view sales through the lens of an engineer and to create frameworks for analysis of all aspects of the operation from day 1.Great read- I was hooked after reading the intro.ÃƒÂ¢Ã â¬Ã Å"When you are scaling a sales-team, the to-do list is endless. Hiring, training, coaching, pipeline reviews, forecasting, enterprise deal support, leadership development and cross functional communication are all part of the day to day.Dozens of urgent fires are blazing around you at all times. Unfortunately you only have enough water to put out a select few. Choosing the right fires to extinguish might dictate your ultimate success of failure.ÃƒÂ¢Ã â¬Ã Â•Which fire to extinguish first?ÃƒÂ¢Ã â¬Ã Å"The first bet I made was to attempt to build a world-class sales hiring program. To this day, IÃƒÂ¢Ã â¬Ã â„¢m glad I prioritized sales hiring excellence.ÃƒÂ¢Ã â¬Ã Â•

The author was the first VP sales for Hubspot and this book details his methods and approaches in the stellar growth of that company. As a quant he is numbers driven and thus gives us a well-researched sales and marketing book that lays out exactly what to do, how to d o and why you do it. Then he presents a comprehensive metric approach to measure everything. This book has been missing from today's inbound sales writing and fills an essential need. Plus his rigor in analysis goes a long way to giving sales a theory into practice foundation for even more analytical studies. I see this as helping sales gain academic respect for rigor and hypothesis testing. A must buy for all sales management and stars who wish to go further. Combines with Hacking Sales this would be the one two punch most companies need .

Highly specialized sales book but I really enjoyed the author's thoughts on recruiting and interviewing. Specifically the five traits of great salespeople is worth the price of the book alone. I enjoyed the framework and thought process why these traits are so important. For me, this book was extremely valuable in first half and if you need help hiring great salespeople, this book can help you.

Okay, it is a little bit of and infomercial for Hubspot. But it is done with a subtle hand and gives TONS of good info on sales from the inbound marketing perspective. If I have a gripe, it is that it

simply dismisses outbound marketing. In truth, inbound marketing could be seen as well timed outbound marketing.

Thorough and very well written. This is an awesome text. I already have plans to reread it. It was very helpful in revising our hiring methodology, among several other terrific ideas.

I've been a fan of Inbound marketing and HubSpot for many years but I've always looked at things from the marketing perspective. Reading this from a Sales perspective and seeing Inbound Marketing from a sales perspective is on the one hand duh dude how could you not have seen it, it's obvious and on the other hand completely eye opening. Gonna have to make this a compulsory read for sales and marketing teams from now on for sure!

This is one of those few books that deserve the effort of writing about how good it is so that it receives the attention it deserves. It contains several ideas, policies, initiatives, Etc. that the author implemented during his career that are nothing short of genius.

Easy to read guide for how to drive a tech start-up.

The Sales Acceleration Formula: Using Data, Technology, and Inbound Selling to Go from $0 to $100 Million Data Analytics: Applicable Data Analysis to Advance Any Business Using the Power of Data Driven Analytics (Big Data Analytics, Data Science, Business Intelligence Book 6) Big Data For Business: Your Comprehensive Guide to Understand Data Science, Data Analytics and Data Mining to Boost More Growth and Improve Business - Data Analytics Book, Series 2 Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data Book 1) Data Analytics For Beginners: Your Ultimate Guide To Learn and Master Data Analysis. Get Your Business Intelligence Right Ã¢ ¬â œ Accelerate Growth and Close More Sales (Data Analytics Book Series) They Ask You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today's Digital Consumer Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Life Insurance Sales Success Formula: A Comprehensive Guide to Building a Successful Life Insurance Sales Career Consultative Selling: The Hanan Formula for High-Margin Sales at High Levels A Formula for Parish Practice: Using the Formula of Concord in Congregations (Lutheran Quarterly Books) 7 STEPS to

SALES SCRIPTS for B2B APPOINTMENT SETTING. Creating Cold Calling Phone Scripts for Business to Business Selling, Lead Generation and Sales Closing. A Primer for Appointment Setters. Sales Audit: The Sales Manager’s Playbook for Getting Control of the Selling Cycle and Improving Results Selling to Multicultural Home Buyers (The Official New Home Sales Development System Series Volume 4 New Home Sales Strategies) Predictable Revenue: Turn Your Business Into A Sales Machine with the $100 Million Best Practices of Salesforce.com Psychology of Sales : From Average to Rainmaker: Using the Power of Psychology to Increase Sales cQMS Formula: A verified 4 step formula to establish and maintain a compliant quality management system Selling Professional Services to the Fortune 500: How to Win in the Billion-Dollar Market of Strategy Consulting, Technology Solutions, and ... (Marketing/Sales/Advertising & Promotion) Baseline Selling: How to Become a Sales Superstar by Using What You Already Know About the Game of Baseball Zero Resistance Selling: Achieve Extraordinary Sales Results Using the World-Renowned Techniques of Psycho-Cybernetics Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data