

November 23, 2021

Why 'The 3 Deadly C's' are draining sellers' access and influence

3 Deadly C's

There are 3 forces at work in modern selling that are stifling revenues in B2B companies. While they are rarely spoken by name, their effects can be, well, deadly. The Revenue Path Group's Jesse Laffen discusses these selling sins and why they may be bogging your sales team down.

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What they're saying...

"Creators can achieve impressive engagement with their audiences when they are authentic."

— Deloitte Digital's Kenny Gold on how marketers can drive growth via influencer strategies

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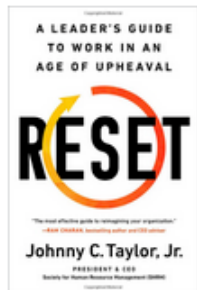
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What we're reading...

Reset: A Leader's Guide to Work in an Age of Upheaval

By Johnny C. Taylor Jr.



With the growth of remote work and an increased focus on diversity and inclusion, more companies find themselves in "wars for talent." In "Reset: A Leader's Guide to Work in an Age of Upheaval," Johnny C. Taylor Jr. says they must find new ways to contact people and new sources of talent. The CEO and President of the Society for Human Resource Management (SHRM) challenges the underlying assumptions about workers and the workplace, delivers practical strategies for finding and keeping the talent needed to make businesses successful, and introduces dynamic tools to sustain that success over the long haul.

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