

September 29, 2021



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How the 3 deadly C's are draining seller's access and influence



There are 3 forces at work in modern selling that are stifling revenues in B2B companies. Though rarely spoken by name, the effects of these forces are extremely well-known. Revenue Path Group's Jesse Laffen breaks down how to knock these forces out.

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What they're saying...

"If leaders aren't present on your company's communication platform, if they don't share relevant information or empower employees to do so, your people won't either, and this represents immeasurable lost opportunities."

— i4cp's Kathryn Brekken on why effective communication requires shared spaces

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What we're reading...

Pick Up The Phone and Sell: How Proactive Calls to Customers and Prospects Can Double Your Sales

By Alex Goldfayn



It's an oldie, but a goodie. You. Your phone. And your clients. Alex Goldfayn's Pick Up The Phone and Sell is a comprehensive roadmap to one of the most important weapons in any salesperson's arsenal. The sales expert, consultant, and Wall Street Journal bestselling author teaches you techniques to supercharge your sales by making the proactive call the tip of your selling spear. In today's digital world, it's worth picking up.

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