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Autore	Altschuler Max <1987->
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Nota di contenuto	Hacking Sales: The Ultimate Playbook and Tool Guide to Building a High-Velocity Sales Machine; Contents; Author's Note; Introduction; Why Sales, Why Now?; Who This Book Is For; Where This Book Fits In; What This Book Is Not; Chapter 1: Developing Your Sales Stack; Where Do I Start?; Qualifying Leads; What's Your Sales Stack?; Chapter 2: List Building: Part 1: Finding and Defining Your Ideal Customer Profile; Easy, Nontechnical Web Scraping; Import.io; Deeper Insights into Your Competitors' Customers; Datanyze; BuiltWith; Targeting Key Executives, Influencers, and High-Potential Buyers FollowerwonkLittle Bird; Chapter 3: List Building: Part 2: Defining Your Total Addressable Market (TAM); Enrich Your Customers; Tier 1: Sales Cycle, Average Contract Value (ACV), Win Rate; Tier 2: Industry (and Vertical), Employee Size, Growth Score, Location, and Technology Stack; Tier 3: Company Specific Data; Meet Your Future Customers; Step 1: Map Your Customer Data; Step 2: Identify the Early Adopters and Mainstream (see Geoffrey Moore's Crossing the Chasm); Step 3: Validate the Size and Scope; Make It Actionable; Step 1: Confirm the Variables Step 2: Create Custom Fields within the CRM SystemStep 3: Mapping the Fields to Reports in Salesforce; Refine and Optimize the Entire Process; Company Databases; CrunchBase and AngelList; Owler;

Mattermark; Socedo; Chapter 4: List Building: Part 3: Getting in the Door; Top-Down and Bottom-Up Targeting; Top-Down Targeting; Bottom-Up Targeting; LinkedIn Sales Navigator; Node.io; DataFox; Growbots; Spiderbook; RainKing; Lean on Your Industry Allies; SellerCrowd; Using Twitter to Generate Warm Leads; Socedo; Chapter 5: Uncovering Contact Information; Remove Duplicates Early On; Toofr; ZoomInfo  
 Prospect.io Pulling Contact Information Directly from LinkedIn; SalesLoft; Capture (by RingLead); E-mail Verification and Enrichment; BriteVerify; Clearbit; Chapter 6: Lead Research; Trigger Event, Alerts, and Researching; InsideView; FunnelFire; DiscoverOrg; LinkedIn Advanced Settings and Sales Navigator; Predictive Sales and Web Signaling; Infer; Compile; Use Your Network; Conspire; Getting Information on Your Individual Prospect; Chapter 7: Segmenting; Where to Start Segmenting; But What about Whales?; Chapter 8: Outbound E-Mailing and Messaging; A/B Testing and Optimizing E-mails Determining Your Perfect Cadence The Services That Power Outbound Sales; Cadence (from SalesLoft); Outreach.io; ToutApp; Yesware; SalesforceIQ; Cirrus Insight; PersistIQ; LiveHive; Sidekick (from HubSpot); Sales and Customer Success; Sendbloom; Quick Tips on Messaging Psychology; 1. Pay Close Attention to the Words You Use; 2. Keep It Short, and Dumb It Down; 3. Don't Be Afraid to Challenge People; 4. Sell to the Individual, Then the Employee, Then the Company; Chapter 9: Sales Outsourcing; Preparing to Hire Virtual Assistants; Hiring Virtual Assistants; Upwork; TaskUs  
 Strictly Sales Development Support

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## Sommario/riassunto

Stay ahead of the sales evolution with a more efficient approach to everything Hacking Sales helps you transform your sales process using the next generation of tools, tactics and strategies. Author Max Altschuler has dedicated his business to helping companies build modern, efficient, high tech sales processes that generate more revenue while using fewer resources. In this book, he shows you the most effective changes you can make, starting today, to evolve your sales and continually raise the bar. You'll walk through the entire sales process from start to finish, learning critical hacks every step of the way. Find and capture your lowest-hanging fruit at the top of the funnel, build massive lead lists using ICP and TAM, utilize multiple prospecting strategies, perfect your follow-ups, nurture leads, outsource where advantageous, and much more. Build, refine, and enhance your pipeline over time, close deals faster, and use the right tools for the job—this book is your roadmap to fast and efficient revenue growth. Without a reliable process, you're disjointed, disorganized, and ultimately, underperforming. Whether you're building a sales process from scratch or looking to become your company's rock star, this book shows you how to make it happen. Identify your Ideal Customer and your Total Addressable Market Build massive lead lists and properly target your campaigns Learn effective hacks for messaging and social media outreach Overcome customer objections before they happen The economy is evolving, the customer is evolving, and sales itself is evolving. Forty percent of the Fortune 500 from the year 2000 were absent from the Fortune 500 in the year 2015, precisely because they failed to evolve. Today's sales environment is very much a "keep up or get left behind" paradigm, but you need to do better to excel. Hacking Sales shows you how to get ahead of everyone else with focused effort and the most effective approach to modern sales.

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