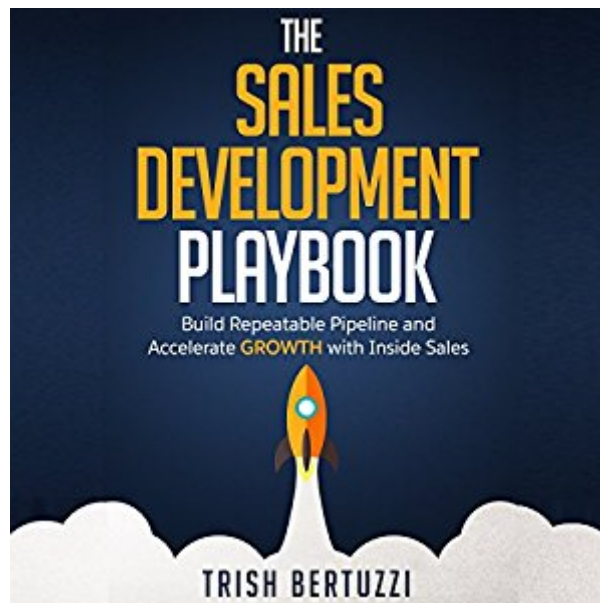




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# The Sales Development Playbook: Build Repeatable Pipeline And Accelerate Growth With Inside Sales



## Synopsis

Raise your hand if your company needs more new customers. I suspect your hand is (figuratively) up. This book is about not just growth, but high-growth, explosive-growth, the kind of growth that weather satellites can see from space. The success of any business-to-business company is directly linked to how effectively they acquire new pipeline. To skyrocket growth, sales development is the answer. This book encapsulates author Trish Bertuzzi's three decades of practical, hands-on experience. It presents six elements for building new pipeline and accelerating revenue growth with inside sales.

## Book Information

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## Customer Reviews

This review may need to have an asterisk by it: I sent Trish a connection request in LinkedIn- she accepted right away, then proceeded to have a short LI message conversation with me. So while I loved this book, she gets full props with no thought at all about "should I give it four or five stars?" Brilliant, experienced and gracious! The book is very complete, with tons of practical steps to take, dos and don'ts, hiring, setting up teams, call cadences, the list is long. A must read for business owners and management of companies that use inside sales. Which is... Pretty much everyone! Thanks for your contribution, Trish!

I love this book. There are so many sales books that are based in theory, or not anchored in reality, or just rehash war stories of 'what' an organization should do, and not 'how'. Trish does a fantastic

job, based her extensive experience and expertise, with the 'six elements' model that she presents as a framework, making it easy to understand how to gain sales development success. The book is well structured, easy to read, with simple charts that make it actionable. Kudos Trish, and thank you.

I read The Sales Development Playbook 2-3 months ago and it has fundamentally (and positively) impacted the development of our outbound sales development team at Letter Friend. What I found particularly valuable about Trish's book is that it does not lay out a one-size-fits-all prescription, but rather helps you understand what kind of sales development setup would make sense for *\*your\** business at its current stage. It includes plenty of thought-provoking examples from real companies. Here are 5 key ways The Sales Development Playbook book very valuable to us:- It helped us decide that using a "booked meetings" model (rather than a "qualified oppts" model) was a much better fit for our stage. After reading the book I had the confidence and understanding to sell this to the rest of our team.- It accelerated our learning by encouraging the SDR and AE to *\*both\** be on the first call with the AE. This has been *\*extremely\** helpful; I'd say it's at least 5x'ed our learning rate.- It helped us understand why BANT was not a good fit for our team and helped us spot good reasoning about sales development from an advisor.- It exposed us to the contrary idea that great data is usually better than great process.- It helped us understand the world of SDR teams a lot better; this is extra important to us because we are prospecting to SDR team leaders! Highly recommended.

The Sales Development Playbook: Build Repeatable Pipeline and Accelerate Growth with Inside Sales Trish Bertuzzi has written a clear, thoughtful and at times funny book on what leaders need to do to design, build, ramp and optimize inside sales teams to prospect for leads and to qualify inbound leads for other sales people. She covers options for the model, divisions of labor, recruitment, on-boarding/coaching, messaging, cadence, process, metrics, technology, and so much more. The foundation for this insight is her vast and quite possibly unparalleled experience. Trish and her company, The Bridge Group, have helped over 200 mostly software companies, from giants to start ups, design these types of operations. She does annual studies on compensation and metrics and she speaks at numerous events. This breadth of experience gives her enormous context for sharing what really works. I know one of her clients personally, a CEO, and he attributes the rapid growth at his company from under \$9M in revenue to over \$30M in revenue in three years to the playbook Trish and her team developed, using the kind of thinking advanced in this book. I learned a lot from this book. I highly recommend it.

Having known Trish for several years, I absolutely could not wait for the book to come out as I knew it would be phenomenal. However, I can say that upon completion, I was utterly floored at just how comprehensive and informative the Sales Development Playbook truly was. If you are in lead generation, sales development or inside sales in an individual contributor or management capacity..BUY THIS BOOK!The Sales Development Playbook is truly Trish's Parnum Opus and is the best publication on planning, building and scaling a high velocity team that exists on the market today.Coming from the world of SDR recruiting, I found her passages on hiring and retaining talent to be particularly accurate and believe it will be a huge source of value of those looking to build a team.But the most impressive part about this book, besides the breadth and logical flow of content, was Trish's ability to keep the entire tone conversational. This is so key for those who are just branching into the industry and don't know all the technical terms associated with the industry.This book will truly go down as the Sales Development Bible, and should be a staple in your sales book collection!

I can not say enough good things about this book. Yes it does a terrific job in helping a Sales Manager build, train and manage a high performance sales development team ( ie inside sales) . But the tactics, techniques and strategies are very useful by all sales people and sales managers. One you need on your much read shelf.

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