

*Jeff Blackburn's*

# RESULTS

PROVEN  
SALES STRATEGIES  
FOR CHANGING  
TIMES



# Results Proven Sales Strategies For Changing Times

**Brown, Carlton**



## **Results Proven Sales Strategies For Changing Times:**

**Stop Whining! Start Selling!** Jeff Blackman, 2003-12-18 If you want real world solutions to drive monstrous results like a 25 50% increase or more in revenue and earnings Stop Whining Start Selling is for you As a business leader salesperson CEO manager executive or entrepreneur get ready to grow your business enhance your profits boost your earnings and improve your life Quickly ethically and dramatically This book gives you an almost unfair competitive advantage It s loaded with powerful insights and how to success strategies on Ethics Sales Marketing Negotiations And more Order your copy today *Achieving Peak Sales Performance for Optimal Business Value and Sustainability* Brown, Carlton, 2019-10-25 Businesses today face many obstacles but one major hurdle is optimizing sales performance and achieving peak levels of execution In recent years there has been a significant decline in sales performance among businesses internationally Many professionals attribute this disparity to the lack of attention towards certain business techniques including Sales Peak Performance and Business to Business Strategies like this lack empirical validity and further investigation on the implementation of these approaches could significantly impact the business world *Achieving Peak Sales Performance for Optimal Business Value and Sustainability* is a collection of innovative research on the methods and applications of various elements that influence sales peak performance including personal organizational and symbiotic determinants While highlighting topics including emotional intelligence personal branding and customer relationship management this book is ideally designed for sales professionals directors advertisers managers researchers students and academicians seeking current research on insights and advancements of business sustainability and sales peak performance *Anatomy of a Leader* Carl Mays, 1997-08 **Entrepreneurial Strategies for Value Creation in Times of Uncertainty** Wojciech Dyduch, 2024-01-01 Entrepreneurial re orientation in the face of crisis Is it worth modifying entrepreneurial strategy Abstract PURPOSE This article aims to determine how companies in the SME sector modify their business strategies in response to changes in the external environment The research focused on modifications to entrepreneurial strategies expressed through the fundamental dimensions of entrepreneurial orientation EO risk taking innovativeness and proactiveness Additionally it identified which types of reactions modifications in strategies lead to the most favorable changes in firm performance The external environment was determined based on the market situation that resulted from the emergence of the COVID 19 pandemic METHODOLOGY This is quantitative research The study utilized data from 126 small printing businesses operating throughout Poland Analyses were conducted on the data that reflected modifications in entrepreneurial behaviors and performance during three periods the pre crisis period the initial phase of the crisis the full lockdown period and the second phase of the crisis the period of easing the restrictions The identification of the behavior types was carried out using cluster analysis FINDINGS The results of the research led to the conclusion that with a change in market conditions companies significantly change their levels of EO In particular the surveyed companies reduced their levels of EO during the outbreak of

the COVID 19 pandemic At the same time this decrease was mainly due to significant decreases in risk taking The levels of EO increased when the conditions improved due to significant increases in innovativeness and proactiveness Moreover the analysis enabled the identification of four types of reactions to the emergence of the crisis as well as three types of reactions to the improvement of the external conditions that resulted from the easing of restrictions and the introduction of anti crisis support measures for businesses Additionally it was demonstrated that the type of reaction had a significant impact on the changes in the performances of the examined companies In particular it was shown that the lowest decline in performance during the initial phase of crisis could be observed in passive enterprises i e those that did not modify their entrepreneurial strategies did not alter their levels of individual dimensions of EO The greatest increase in performance was achieved during the period of easing restrictions by those companies that significantly enhanced their activities across all of the considered dimensions of EO

**IMPLICATIONS** The research results provided insights for entrepreneurs in strategic management Specifically they learned about the modifications in entrepreneurial behaviors that could lead to the most favorable and optimal improvements in a firm s performance when market conditions change

**ORIGINALITY AND VALUE** The study contributes to the literature concerning reactions to changes in market conditions This innovative approach considers dynamics where the changes themselves are variables In particular this research identifies types of entrepreneurial reactions to market condition changes in terms of dimensions of entrepreneurial orientation Furthermore it provides an answer to how firm performance evolved regarding various reaction types using the example of the printing industry

**Keywords** entrepreneurial orientation crisis management strategies strategy adaptation strategy modification business strategy risk taking innovativeness proactiveness crisis COVID 19 external environment small businesses firm performance cluster analysis entrepreneurial behavior

**Redefining rural entrepreneurship** The impact of business ecosystems on the success of rural businesses in Extremadura Spain

**Abstract**

**PURPOSE** Regarding the growth of public policies fostering rural entrepreneurship the primary objectives of this work involve examining the concept of rural entrepreneurship identifying key aspects that differentiate it from non rural entrepreneurship and assessing the role of the local entrepreneurial ecosystem in supporting the initiation and growth of rural ventures To achieve these goals the study adopts a novel approach by integrating an analysis of rural entrepreneurship features with an exploration of the entrepreneurial ecosystem s impact

**METHODOLOGY** After a review of the previous academic literature the characteristics of rural entrepreneurship have been delimited distinguishing it from non rural The research results have been obtained using a questionnaire after a descriptive analysis of the sample and an analysis of the difference in means by contrasting hypotheses using IBM SPSS Statistics 26

**FINDINGS** This article explores the factors that contribute to rural entrepreneurship challenging the notion that geographic location is the sole defining characteristic Through the conducted investigation it has been determined that a company s classification as rural is not solely based on its geographical location in rural areas or involvement in primary sector activities

Other aspects such as a strong connection with the local community or the ability to create value are also essential in defining a rural enterprise. Additionally, it examines how business ecosystems can foster the growth and success of rural entrepreneurship.

**IMPLICATIONS** This study provides an analysis of how rural entrepreneurship can drive endogenous development in rural areas. It also offers insights for government entities and policymakers to implement effective support measures and strategies in business ecosystems within rural environments. This study highlights that the resources found in rural entrepreneurial ecosystems may not be sufficient to support rural entrepreneurship. It is important to acknowledge that rural entrepreneurship requires specific resources that may not currently be available in business ecosystems. To increase the number of viable rural businesses, new resources tailored to rural entrepreneurship must be created, leveraging the area's endogenous resources and growth models.

**ORIGINALITY AND VALUE** This study examines the distinctive attributes of rural entrepreneurship with a deliberate departure from exclusive emphasis on geographical location or primary economic sector. Drawing upon empirical research conducted among a cohort of rural enterprises, the analysis reveals that neither physical location nor primary sector affiliation substantially contribute to the establishment of these rural businesses. Instead, a profound connection to and a heightened sense of belonging within the rural milieu emerge as pivotal determinants. Furthermore, rural entrepreneurship emerges as a promising avenue for the development of the region, offering substantial growth prospects. The investigation encompasses a scrutiny of the resources within the rural business ecosystem and their capacity to stimulate rural entrepreneurial activity. This emerging focal point represents a novel field of concern for governmental bodies and political institutions operating in rural areas.

**Keywords:** entrepreneurship, rural entrepreneurship, business ecosystems, rural business success, entrepreneurial ecosystem, rural development strategies, endogenous development, rural ventures, geographic location, impact, local community engagement, policy implementation for rural areas, value creation, embeddedness.

**Making of intrapreneurial managers:** Investigating unethical behavior, risk taking, and decision making speed as antecedents.

**Abstract**

**PURPOSE** The entrepreneurship ethics nexus draws considerable interest from researchers and practitioners with little resolution. Our purpose with this paper is to contribute to the debate by shedding light on the relationship between managers' attitudes toward unethical behavior and their subsequent entrepreneurial intention (EI) in an emerging economy context. Given the complex and multifaceted interplay between unethical behavior and EI, we extend our investigation by including decision making speed and attitude toward risk to explain the relationship further. We take a granular approach to facets of unethical behavior to gain deeper insights into the specificity of influences they pose on subsequent behavioral intentions.

**METHODOLOGY** Primary data were collected from 214 Kosovan managers employed in companies from different industries. Hypothesized relationships were tested by conducting hierarchical regression analyses.

**FINDINGS** Our results indicate that managers with higher EI are not necessarily unethical overall. We did not find support for the hypothesis that managers with stronger attitudes toward unethical behavior demonstrate higher

entrepreneurial intentions Focusing on dimensions of unethical behavior we find that managers who favor bribery are more entrepreneurially inclined Furthermore we find that managers who are quick decision makers and risk takers express higher EI

**IMPLICATIONS** Theoretically we add to the existing body of research on ethics and entrepreneurship by empirically examining the relationship between attitude toward unethical behavior and EI and the viability of the Theory of Planned Behavior as a framework for integrating unethical behavior in entrepreneurship research Our study affirms the extension of the theoretical and empirical underpinnings concerning ethics and entrepreneurship contemplating that they are pervasive across contexts We provide important practical implications for managers especially in the corporate entrepreneurship and training context Managers are encouraged to foster an entrepreneurial friendly environment that abides by ethical standards Our study also informs policymakers of the importance of formal education on entrepreneurship as a mechanism to enforce ethical awareness in future entrepreneurs and intrapreneurs

**ORIGINALITY AND VALUE** This study is among the first attempts to test the relationship between unethical behavior and EI in a managerial sample and non western context

**Keywords** entrepreneurial intention unethical behavior bribery risk taking decision making speed intrapreneurial managers entrepreneurship ethics nexus hierarchic regression analysis corporate entrepreneurship theory of planned behavior ethical standards entrepreneurship Entrepreneurial agility and organizational performance of IT firms A mediated moderation model

**Abstract**

**PURPOSE** The Information and Communication Technology ICT sector is playing an important role in the growth of the world s economy However limited knowledge exists concerning the underlying mechanisms and boundary spanning conditions under which entrepreneurial agility EA affects the organizational performance OP of IT firms This study draws on the Dynamic Capability Theory DCT to examine the effect of entrepreneurial agility EA on the organizational performance OP of Italian IT firms with the mediating role of open innovation OI and the moderating role of environmental dynamism ED

**METHODOLOGY** Employing an explanatory research design and convenience sampling technique via an online survey to gather data from a sample of 411 Italian IT firms the study tested the formulated hypotheses using the structural equation modeling technique in AMOS statistical software

**FINDINGS** The results revealed that EA directly and indirectly influences OP of IT firms Moreover the mediation analysis unveils that OI plays a complementary partial mediation role in the EA OP nexus Finally ED moderates this focal relationship such that in the presence of high environmental dynamism the relationship between EA and OP gets stronger compared to low environmental dynamism

**IMPLICATIONS** The findings imply that IT firms should emphasize adopting agile procedures and structures that allow them to react to new problems and opportunities swiftly by building a culture of innovation through the adoption of OI strategies inbound outbound and coupled to tap into the broader range of expertise and resources in the business environment To improve the link between OI and OP managers should prioritize building relationships with external partners such as customers suppliers and academic institutions IT firms should also prioritize building a diverse and inclusive workforce that can bring diverse perspectives and

experiences to the innovation process to enhance their innovation capabilities and create products and services that better meet the needs of customers

**ORIGINALITY AND VALUE** The study's value lies in extending the ongoing scholarly discussion on the nexus between EA and OP by exploring OI as an intermediary mechanism that connects EA, OP and ED as a boundary spanning condition that moderates the focal relationship. This research highlights the interplay between EA, OI, ED and OP using the DCT as a theoretical foundation. It is the first to examine such interrelationships in the IT sector. In addition, the study provides new insight for researchers focusing on the information technology IT sector.

**Keywords:** entrepreneurial agility, organizational performance, IT firms, dynamic capability theory, open innovation, environmental dynamism, mediated moderation model, structural equation modeling, information and communication technology sector, innovation management.

**Decoding startup failures in Indian startups: Insights from Interpretive Structural Modeling and Cross Impact Matrix Multiplication Applied to Classification**

**ABSTRACT** **PURPOSE:** Startups are widely acknowledged as crucial catalysts for innovation and drivers of economic progress. However, their vulnerability to failure continues to pose a persistent and significant obstacle. In light of this, the study intends to ascertain the various elements responsible for the elevated incidence of startup failures and examine their contextual associations. It further aims to establish the hierarchical structure and identify the crucial factors of startup failure.

**METHODOLOGY:** The paper uses the Interpretive Structural Modeling (ISM) approach to determine the structural hierarchy and interconnections among the causes of startup failures identified through the comprehensive analysis of existing literature and experts' opinions. MICMAC Cross Impact Matrix Multiplication Applied to Classification analysis is also being utilized to categorize these identified failure causes into autonomous, independent, dependent and linking factors by their driving and dependency powers.

**FINDINGS:** A structural framework depicting the interrelationships among the factors has been derived, showing the failure factor, poor market positioning factor at the highest level and the lack of entrepreneurial efficiency at the lowest level of the model. The results also revealed that lack of entrepreneurial efficiency, poor management and external environmental issues are the most significant independent factors upon which all other failure factors rely. It also categorizes poor market positioning as the dependent factor, signifying its passive role in the failure of startups.

**IMPLICATIONS:** As previous literature has discussed the various factors responsible for the failure of startups in isolation, the current study fills out the gap in the literature by establishing linkages among those factors. The study's insights emphasize the value of effective management teams and entrepreneurial skills in averting startup failures. It highlights the importance of skill development and mentorship to enhance the capabilities of entrepreneurs and their teams. Furthermore, the research indicates that policymakers and support groups can create focus initiatives addressing issues like market validation, team dynamics and financial management to enhance the startup environment. These initiatives may encompass entrepreneurship training, financial assistance and mentorship through the Start-up India Program, Bharat Fund platform etc.

**ORIGINALITY AND VALUE:** Previous studies on entrepreneurial failure are based on AHP. Analytical

Hierarchical Process content analysis and quality management methodologies This is potentially the first study using the ISM MICMAC approach that explores the complex world of start up failures in India and illustrates the relative influence and interdependence of various failure factors of start ups through a hierarchical model Keywords start ups failure factors start up failures Interpretive Structural Modeling ISM Cross Impact Matrix Multiplication Applied to Classification MICMAC entrepreneurial efficiency market positioning management competency external environmental issues failure prevention strategies Indian entrepreneurship skill development The effectiveness of agile leadership in practice A comprehensive meta analysis of empirical studies on organizational outcomes Abstract PURPOSE The COVID 19 pandemic and the digital transformation have hastened the demand for enterprises to be more flexible and adaptive in a fast changing environment making agile leadership a prominent business trend Agile leadership improves innovation efficiency employee performance and team effectiveness However there is limited research on agile leadership s effects on organizational outcomes Thus this study provides a meta analytic review of the impact of agile leadership on organizational outcomes that cover various common dimensions like operational employee customer financial and social environments METHODOLOGY The study has two phases the first phase performs bibliometric literature analysis and the second phase performs meta analysis In the bibliometric literature analysis 74 articles that were published between 2004 and 2023 were identified from Scopus and Google Scholar and their type of publication year of publication countries involved in agile leadership research keywords involved and their association are examined For the meta analysis 24 articles that performed empirical research were chosen from which the various independent and dependent variables studies along with their standard regression coefficients and correlation coefficients that represent the relationship between agile leadership or agile leaders and that of other factors were extracted and examined FINDINGS The study found that there was a significant rise in publications on agile leadership after 2020 and Turkey the United States and Indonesia were involved more than other countries Moreover agile leadership is studied more in terms of operational outcomes and employee outcomes The results of the meta analysis indicate that agile leadership has a strong relationship with factors like interpersonal trust 0.93 organizational performance 0.90 organizational effectiveness 0.89 individual career success 0.89 and innovation management 0.81 Thus it is clear that agile leadership has a stronger impact on operational outcomes than employee outcomes Agile leadership characteristics such as digital innovation trust competency result orientation and wisdom are significant for organizational growth team collaboration team effectiveness and organizational innovation IMPLICATIONS Identifying agile leadership concepts helps assess the progress of empirical research improve leadership theories and models and identify potential growth opportunities The success of agile leadership depends on factors like a company s culture industry and size and this can be studied further Furthermore organizations may need to adjust their strategies on customer service financial management and investment so that they better reflect the values of agile leadership ORIGINALITY AND VALUE This study classifies numerous different research



models that shed light on the efficiency of agile leadership based on a comprehensive literature review that serves as the basis for this study. In addition, this study identifies potential problem areas that need to be fixed and as a result it makes a contribution to the research on agile leadership.

**Keywords:** agile leadership, organizational outcomes, operational outcome, employee outcome, interpersonal trust, leadership practice, organizational performance, meta-analysis, digital transformation, innovation management, employee performance, interpersonal trust, team effectiveness, COVID-19, strategic flexibility.

**Relationship between entrepreneurial orientation, innovative co-branding partnership and business performance**

**Abstract**

**PURPOSE:** This study aimed to determine the relationship between entrepreneurial orientation (EO), innovative co-branding partnership and business performance. EO was analyzed through five dimensions: innovativeness, proactiveness, risk taking, competitive aggressiveness and autonomy.

**METHODOLOGY:** As part of the first phase of brand management research, the quantitative survey was conducted in June 2023 among managers of companies operating in Poland using an online questionnaire. 280 responses were obtained of which 266 questionnaires were qualified for further calculations. Incomplete questionnaires were eliminated.

**Hypotheses:** were formulated regarding the positive impact of the five dimensions of EO on innovation, proactivity, risk taking, competitive aggressiveness and autonomy on business performance and innovative co-branding partnership and the positive impact of innovative co-branding partnership on business performance.

**Structural equation modeling using partial least squares (PLS-SEM):** was applied to support the conceptual framework and proposed hypotheses. The calculations were performed in Smart PLS version 4.0.9.5.

**FINDINGS:** The results indicate that three EO dimensions (innovativeness, proactiveness and competitive aggressiveness) influence business performance. There was no effect of risk taking and autonomy on business performance. In addition, three EO dimensions (innovativeness, competitive aggressiveness and autonomy) influence innovative co-branding partnership. No effect of risk taking and proactivity was found on innovative co-branding partnership. This means that two EO dimensions (innovativeness and competitive aggressiveness) positively influence innovative co-branding partnership and business performance. Furthermore, innovative co-branding partnership was proven to influence business performance.

**IMPLICATIONS for theory and practice:** The results of the study point to theoretical implications for further exploration of entrepreneurial orientation and its dimensions. The practical implications relate to recommendations for managers. Managers should make efforts to increase innovation market activity and competitiveness of the market offer. It is necessary to monitor the actions taken in the context of their impact on selected market consumer product and brand performance. In addition, managers should analyze the possibilities of undertaking cooperation of this nature to increase business performance.

**ORIGINALITY AND VALUE:** This study provides a better understanding of the impact of entrepreneurial orientation on business performance using innovative co-branding. Compared to previous studies, it has an advantage in research by introducing the issue of innovative co-branding which can be used for the development of new business activities. In addition, this study focuses on several areas of business performance including

product brand consumer and financial performance Keywords entrepreneurial orientation innovativeness proactiveness risk taking competitive aggressiveness autonomy innovative co branding partnership business performance Structural Equation Modeling SEM brand management market performance      **Priorities** ,1999 Children are the future Teaching them important values and helping them make the right decisions is a priority There is nothing more vital than guiding children down the right path on their journey through life      **Burn Brightly Without Burning Out** Dick Biggs,1998      **Heavy Hitter Sales Wisdom** Steve W. Martin,2006-12-15 Praise for Heavy Hitter Sales Wisdom Steve Martin takes a much needed look at how successful executives read verbal and nonverbal messages which allows them to quickly understand the subtext of their customers minds The best part is that the author shares effective strategies that put more fun into selling and more money into salespeople s pockets Gerhard Gschwandtner Founder and Publisher Selling Power magazine Steve Martin s interesting examination of great leaders in history and the parallels he draws between waging a war and waging a sales campaign should be required reading for enterprise salespeople Jay Fulcher Chief Executive Officer Agile Software This powerful book provides real world strategies you can use to increase sales immediately Brian Tracy President Brian Tracy International author Getting Rich Your Own Way Heavy Hitter Sales Wisdom goes beyond the traditional description of sales cycles to the heart of selling It s about the emotional connection with the customer but also the attack and destruction of the competition Olivier Helleboid Vice President Software Operations Hewlett Packard Heavy Hitter Sales Wisdom provides field sales generals and sales soldiers with tons of strategy persuasion techniques and common sense approaches to winning the hearts and minds of prospects This book will add new weapons to your arsenal Tim Kelliher Senior Vice President Sales DHL Global Mail      **Teamwork** Glenn M. Parker,1998      **Winning Business Strategies** Irene Agunbiade,2011-07-11 Packed full of essential advice and information this book gives the low down on the crucial aspects of business that every business owner needs to know from market research to the legal issues associated with business set up The book also contains advice on market strategies and maximising profits      *Resilience of Luxury Companies in Times of Change* Gabriella Lojacono,Laura Ru Yun Pan,2021-08-23 Why do some luxury companies remain resilient through times of change while others do not The reason is that these companies have unique skills to diversify their revenue generation by being ambidextrous Luxury companies today cannot depend on their reputation or their creativity alone to remain resilient rather they require the ability to be ambidextrous to explore new trajectories for future growth and exploiting their iconic values In past decades the industry has shifted from product to customer centric and forced companies to adopt new strategies and approaches to succeed This includes the adoption of digital platforms such as ecommerce social media and mobile enabled tools to continually elevate customer experience In addition new business models have emerged to address growing pains particularly in inventory issues over manufacturing and sustainability Brands today are forced to adopt evolution through innovation that is anchored by new values without compromising their DNA Based on in depth research and interviews with

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