

HOW CORPORATE SALES PROFESSIONALS  
GENERATE THE LEADS THEY NEED

# selling against the goal

KENDRA LEE



# **Selling Against The Goal How Corporate Sales Professionals Generate The Leads They Need**

**Lou Sepulveda CPP**



## **Selling Against The Goal How Corporate Sales Professionals Generate The Leads They Need:**

*Selling Against the Goal* Kendra Lee, 2005 In a perfect world sales professionals would have prime territories unlimited budgets and a high powered marketing department generating qualified leads In reality most corporations expect sales reps to generate their own leads find new business and meet stiff quotas in a tight marketplace *Selling Against the Goal* is the ultimate survival guide for sales executives managers and reps Unlike other books on the subject this title places lead generation within a strategic context and goes far beyond traditional techniques such as cold calling Kendra Lee is president of the KLA Group a consultancy focused on improving corporate sales productivity and performance Recognised by the national media and her peers she has featured in numerous publications

**Mastering the World of Selling** Eric Taylor, David Riklan, 2010-07-30 Of the 17 million people in the U S who are involved directly or indirectly in sales many repeatedly acknowledge facing four major challenges No prior sales education or training Lack of formalized sales training resources and methodologies provided by their companies Due to the recession and downsizing era lack of 12 18 month professional sales training for new hires provided by Fortune 500 companies A consistent struggle to keep their sales force distributors manufacturers reps and affiliates motivated and focused on effectively selling their products and services *Mastering the World of Selling* helps companies and entrepreneurs overcome these four major obstacles with candid advice and winning strategies from the leading sales trainers and training companies in the world Acclivus AchieveGlobal Action Selling Tony Allesandra Brian Azar Baker Communications Inc Mike Bosworth Ian Brodie Ed Brodow Mike Brooks Bob Burg Jim Cathcart Robert Cialdini PhD Communispond Inc Tim Connor CustomerCentric Selling Dale Carnegie Sam Deep Bryan Dodge Barry Farber Jonathan Farrington Jeffrey Fox Colleen Francis Franklin Covey Sales Performance Solutions Thomas A Freese Patricia Fripp Ari Galper General Physics Corporation Jeffrey Gitomer Charles H Green Ford Harding Holden International Chet Holmes Tom Hopkins Huthwaite Inc Imparta Ltd InfoMentis Inc Integrity Solutions Janek Performance Group Inc Tony Jeary Dave Kahle Ron Karr Knowledge Advantage Inc Jill Konrath Dave Kurlan Ron LaVine Kendra Lee Ray Leone Chris Lytle Paul McCord Mercuri International Miller Heiman Inc Anne Miller Dr Ivan Misner Michael Macedonio Sharon Drew Morgen Napoleon Hill Foundation Michael Oliver Rick Page Anthony Parinello Michael Port Porter Henry Prime Resource Group Inc Neil Rackham Revenue Storm Linda Richardson Keith Rosen Frank Rumbauskas Sales Performance International Inc Sandler Training Dr Tom Sant Stephan Schiffman Dan Seidman Blair Singer Terri Sjodin Art Sobczak Drew Stevens PhD STI International The Brooks Group The Friedman Group The TAS Group Brian Tracy ValueSelling Associates Wendy Weiss Jacques Werth Floyd Wickman Wilson Learning Dirk Zeller Tom Ziglar Zig Ziglar

**Selling Security Systems Like a Pro** Lou Sepulveda, 2011-05-29 Lou Sepulveda C P P is a 36 year sales and sales management veteran in the security alarm business Lou sold security systems belly to belly to literally thousands of happy customers In this book Lou shares his vast security sales knowledge to assist new and experienced security salespeople

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them yet How did those people become millionaires or even billionaires Did they have a great 9 to 5 job that paid them really well Most definitely not They are all business owners and own shares of their own public company No one becomes a billionaire by simply earning a salary from a job each year People become wealthy by owning a significant share position in a company that is listed in the stock market But how did they start out How do you become a multi millionaire They all started with a business idea Then they incorporated a corporation issued shares for themselves and raised money from investors Eventually they took the company public in the stock market and it was valued a several hundred millions of dollar I have raised 40 million in 2 5 years from 500 investors and his company was valued at over 300 million in the stock market Actually I raised over 400 million from private investors and 600 million from institutional investors in my career since 1995 But the goal of this book is to teach you the things that you need to know to raise the first one or two million dollars by yourself so that you can take your company public in the stock market and attract millions more afterwards This book will teach you everything about this process and how I have done it

**Professional Selling** Dawn Deeter-Schmelz,Gary Hunter,Terry Loe,Ryan Mullins,Gregory Rich,Lisa Beeler,Wyatt Schrock,2024-02-04 Formerly published by Chicago Business Press now published by Sage Professional Selling covers key sales concepts and strategies by highlighting detailed aspects of each step in the sales process from lead generation to closing Co authored by faculty from some of the most successful sales programs in higher education the Second Edition also offers unique chapters on digital sales customer business development strategies and role play

**CUET PG M.Com Entrance Book - 12 Selling and Advertising** Daniel Robert, **Marketing to the Affluent** Thomas J. Stanley,2020-10-01 The New York Times bestselling author of The Millionaire Next Door shares proven strategies and expert advice on successfully entering the affluent market No one knows the rich like the author and business theorist Thomas Stanley In this book Stanley explains what it takes to reach persuade and market to this highly targeted audience Stanley discusses the unique perspectives of wealthy individuals revealing the needs and desires any marketing campaign needs to address in order to be successful with them Stanley then outlines several highly effective ways to meet those needs including how to attract wealthy customers through word of mouth recommendations from their friends family and business associates Marketing to the Affluent covers Myths and realities about the affluent Understanding what the affluent want Finding overlooked millionaires Positioning yourself as an expert No one better illuminates the who where and how of the affluent market than Tom Stanley J Arthur Urciuoli Director of Marketing Merrill Lynch

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