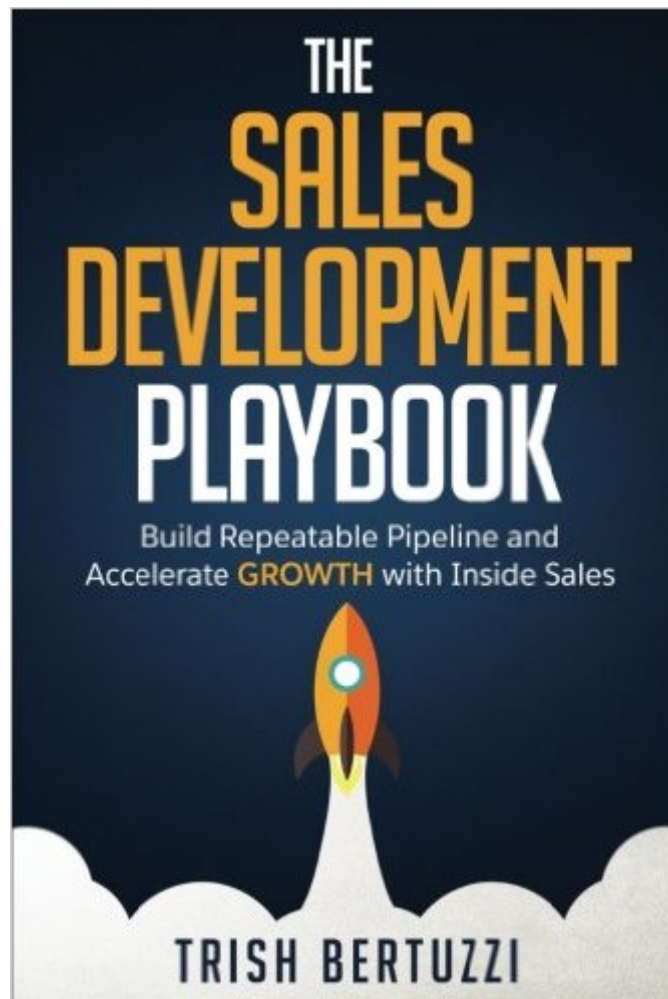


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# The Sales Development Playbook: Build Repeatable Pipeline And Accelerate Growth With Inside Sales



## 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. Strategy offers a framework for aligning your sales development model with your specific market and buyer's journey. • Specialization presents stories of new thinking. You'll learn about segmenting your prospect universe, specializing roles, and how it all comes together. • Recruiting offers a roadmap for hiring with urgency. Tactics, compensation, and a bullet-proof hiring process are presented in great detail. • Retention goes deep on the stuff that never seems to get enough consideration: engaging, developing, and motivating people. • Execution switches gears and presents examples and tactics for onboarding, crafting buyer-based messaging, and designing effective outreach cadence. • And, finally, Leadership, gives actionable advice on what it takes to lead sales development today. There's a lot to learn about quota setting, measuring what matters, and acceleration technologies, so those are covered in depth. • As Ken Krogue (President of InsideSales.com) writes in the Foreword, "This is the playbook for how to succeed today. After reading this book, I know it will help you succeed, help your company grow, and change our industry."

## Book Information

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## Customer Reviews

This book is undoubtedly one of the most useful guides I've read when it comes to building a sales team. The author guides you through step-by-step tactics and strategies for building, managing and leading a modern sales team. Unlike most business books, I walked away with tangible and actionable steps that I can apply immediately as well as long term strategies that will still be relevant decades from now. On top of that, Bertuzzi's personality comes through in the writing, and she kept me engaged and entertained the entire time. This book paves a clear path for the value of investing time and resources in a great sales development team. It expounds on the 6 elements that will lead your sales team to greater pipeline generated, increased won business per account executive and accelerated new customer acquisition. She provides key examples and engaging stories to further articulate each step. The book is broken up into 6 sections, one chapter dedicated to every element of building an effective outbound sales team. The 6 sections are 1) Strategy: A framework for aligning your sales model with market dynamics 2) Specialization: How to segment your prospect universe 3) Recruiting: How to find, hire and compensate good sales talent 4) Retention: How to engage, develop and motivate reps 5) Execution: How to properly conduct outbound sales 6) Leadership: How to be a good sales team leader, from establishing quota to performance metrics to building out our sales stack. This book is a must-read for anyone in sales development or inside sale.

I do most of my book reading using the Kindle app on my iPhone, and that's where I started with Trish Bertuzzi's "The Sales Development Playbook". Within 5 minutes I switched to reading on my MacBook because I couldn't just read this book - I had to immediately start putting it into action. During the course of today: I copied 67 passages into a Word doc to annotate, read and share later; sent 24 emails to 9 people quoting Trish; documented 7 new product and service ideas (yes, I'm in the business) and laughed out loud too often to count. My favorite: "As you well know, arousing curiosity, generating interest, and getting prospects to open up about their priorities is about as easy as potty-training a coyote." Sales books don't do this to me. This one did - and I'm grateful. If you are in business, or just want to have a blast and learn a bunch of super-solid, get-it-done stuff about the real world of sales development, The Sales Development Playbook is not just a must read - it is a "must consume". And if you are a CEO, Sales VP or sales development leader, I strongly urge you to do more than read this book. Put Trish's plays into your playbook and get ready to put up some big numbers.

I have enjoyed Trish's blog for quite a while and have always found it very useful - in fact I even used one of her reports to get myself a raise. This book was just what I expected. Sales development has exploded in the past five years and there is a lot of stuff out there but so much of it is high level or trying to sell you on the value of sales dev. The Playbook contains lots of practical advice for sales dev as it currently is where buyers are inundated with emails and calls from SDR's. As an SDR leader, I found the advice around how to actually lead the team invaluable. I have already implemented a few of her ideas. This book is both tactical and strategic and I cannot recommend it strongly enough.

Trish has done a remarkable job in sharing her experiences along with the recommendations from other sales development leaders on what it takes to run a world class lead development team! One of the biggest benefits of this book were the numerous examples of what NOT to do and WHY. One example is when she discussed recruiting. Having a slow and ineffective hiring process could mean your company is missing out on top talent. As Jim Collin said, "Great vision without great people is irrelevant." From my experience, this is a common challenge with most companies, even for some of the ones that are market leaders in their industry. It's easy to get complacent and as a result we often forget that we still need to sell top talent on why they should work for us. This and other examples provided just as much value (if not more) as the best practices on what it takes to build and run a high performing sales development group. On the flip side, she explained the benefits of hiring reps in groups of two or more. She also recommended that first line managers and/or sponsors periodically make phone calls. I periodically make calls and it gives you a greater sense of what your SDRs deal with daily. It also keeps my phone skills sharp too! I finished reading this book in 3 days because it was so well written, engaging, and most importantly, actionable. I highly recommend this book to new SDR leaders and for veteran leaders who may have unknowingly developed some bad habits over the years. Even if your sales development team is performing well, this book will share ideas on how to go even higher!

John Hinds  
Sales Development Leader

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