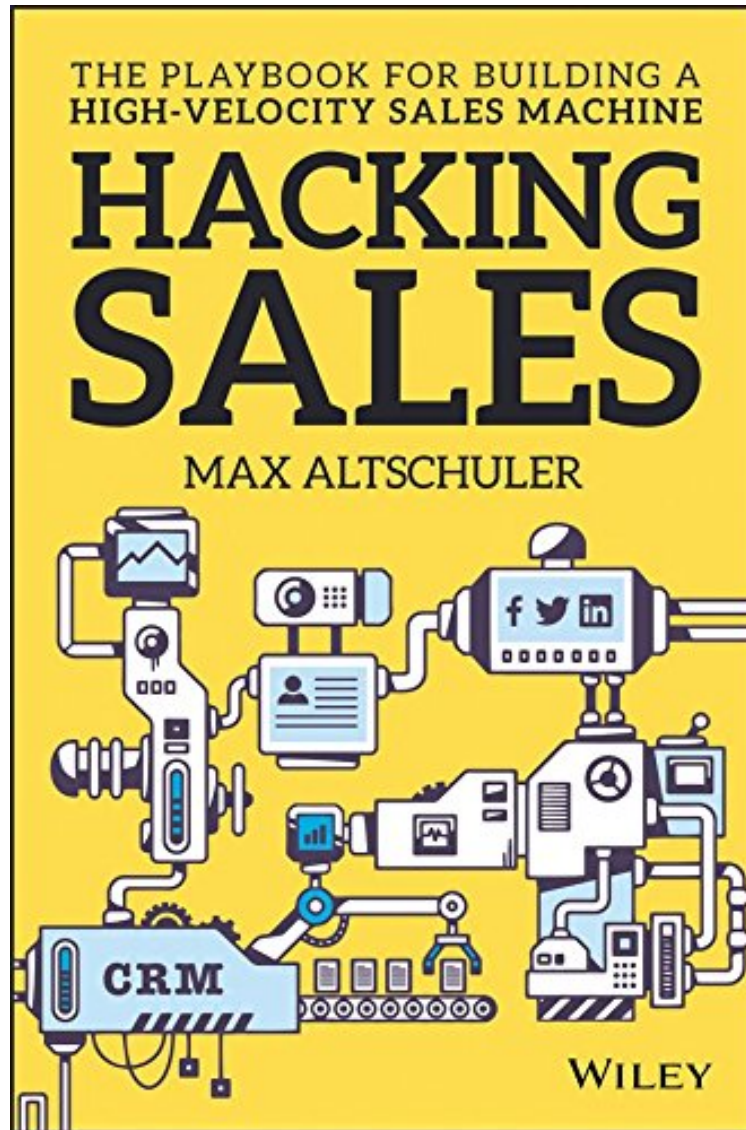


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Hacking Sales: The Playbook for Building a High-Velocity Sales Machine

Max Altschuler

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Max Altschuler : Hacking Sales: The Playbook for Building a High-Velocity Sales Machine before purchasing it in order to gauge whether or not it would be worth my time, and all praised Hacking Sales: The Playbook for Building a High-Velocity Sales Machine:

3 of 3 people found the following review helpful. Well-written, easy to read with lots of resources By Mike Koenigs This book is packed with usable, timely resources, links, tools and services that can be implemented immediately. I'm inspired to start using some of the scripts and recommended sites to build and grow my business and

automate more of my lead gen and follow up. I'd say the only drawback to this book is some of the companies that are being referenced will likely go out of business or get sold in the next couple of years so it needs to be updated regularly. I'm going to recommend this book to everyone who purchases our product the "You Everywhere Now Consult and Profit" system - it's a training program for consultants, coaches and advisors who want to get and close more deals by learning influence, persuasion and powerful techniques for selling big-ticket advice. Nice job, Max!

2 of 2 people found the following review helpful. I don't care if you've been in sales for 25 ...By Jordan BI don't care if you've been in sales for 25 years or you're just starting your sales career. This is MUST read. Gold... pure gold! There are so many Ah-Ha Moments throughout the book, it's hard to choose which ones to write about. Max has taken the entire sales cycle; from figuring out your ideal customer profile to closing the deal, and consolidated it into a book. The examples, testimonials, and tools he talks about are mind boggling. You've gotta read it to believe it.

1 of 1 people found the following review helpful. This Book Should Be Mandatory Reading For Anyone Looking To Modernize Their Sales Process...By Kraig Ward

First off, Max Altschuler is an incredible human being. I've met him, and done business with him. He's a friend, a leader, and an inspiration to countless people through his Sales Hacker events and workshops all across the nation. That being said, I had high expectations going into reading this book. And my expectations were not only met, they were exceeded. After reading this book, your takeaways (as stated by Max in Chapter 16) should be:

- 1) How to figure out your ideal customer profile (ICP)
- 2) How to map your total addressable market (TAM)
- 3) How to find the companies in your TAM and harvest accurate data
- 4) How to build lists of potential buyers
- 5) How to find the contact information of potential buyers at scale
- 6) How to find different strategies for targeting prospects
- 7) How to properly segment lists
- 8) How to look at the messaging process and how to track, measure, and optimize your outbound emails
- 9) How to implement outsourcing and how to hire, train and manage virtual assistants
- 10) How to pick a CRM system that best fits your needs
- 11) The best ways to nurture and follow up with leads
- 12) The process for preparing for your first call
- 13) How to negotiate, handle objections, and close the deal
- 14) How to navigate introductions, how to phrase introductions, and how to get your point across
- 15) The importance of asking for referrals
- 16) How to use bonus sale hacks

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.

Yoursquo;I'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.

dash;this book is your roadmap to fast and efficient revenue growth. Without a reliable process, yoursquo;re disjointed, disorganized, and ultimately, underperforming. Whether yoursquo;re building a sales process from scratch or looking to become your companyrsquo;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. Todayrsquo;s sales environment is very much a ldquo;keep up or get left behindrdquo; 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.

ldquo;Companies that embrace technology and data in their sales process will build the world class sales organizations that win. Hacking Sales creates an actionable, cutting-edge sales process that can scale with your sales org and the ever-changing world of technology.rdquo;

--Mark Roberge, Chief Revenue Officer, Hubspot ldquo;Max's sorted through the maelstrom of sales marketing apps out there to cut through the clutter and show us some creative practical ways to automate sales drudgery. Well done sir!rdquo;

--Aaron Ross, Built Outbound Sales at Salesforce; Co-founder,nbsp; Predictable Revenue and Carb.io ldquo;Hacking Sales succinctly shows sellers how to use new technology and sales tactics to up their game.rdquo;

--Elay Cohen, Former SVP of Sales Productivity,Salesforce; Co-founder and CEO, SalesHood "Max has become a dominant force in the next wave of sales: the use of technology, training, and best practices to turn sales into a true science. Sales can truly now be hacked much in the way we learned in the last generation to hack marketing into a quantitative growth engine. Hacking Sales has uniquely captured these changes, bringing together sales thought leadership and leading next generation technologies to together quantify and scale sales dramatically faster than ever before. Kudos, and thank you, to Max."

--Jason Lemkin, Co-founder and ex-CEO, EchoSign;nbsp; Founder,SaaStr;Managing Director, Storm Ventures ldquo;Traditional sales methods have not kept pace with how customers want to buy today. Sales technology is finally catching up to the market and Max has

created the ultimate playbook on how to sell in this era of Sales Acceleration.”--Gary Swart, Former CEO, oDesk, Partner, Polaris Partners “Max is at the forefront of this new age of selling and has done a fantastic job in this book outlining the process of building and evolving a sales approach and process with tools, tips and techniques along the way. I recommend it to any Sales rep or Sales leader who is looking to play catch up or stay ahead of this ever-evolving profession we call Sales.”--John Barrows, Leading Sales Trainer for Salesforce, LinkedIn, Zendesk, Marketo, Box, and many of world’s top tech sales organizations “Max has packed this book full of actionable advice that will allow any sales professional to cut through the clutter and immediately improve results, by using proven techniques and tools. If you are an individual contributor or early stage founder looking to accelerate growth, reading this book will be the highest ROI you will get from your time today.”--Matt Cameron, Former Global Head of Corporate Sales, Yammer. VP of Sales, Kahuna “One lesson I learned early in my career is to never be satisfied. Whether you’re the #1 sales rep at your company, recently received a promotion into management, or are the CEO of Fortune 500 company you can always be pushing harder and performing better. Hacking Sales is an education in the new era of sales that will help sales orgs grow and innovate in ways they didn’t know they could.”--Sam Blond, VP of Sales, Zenefits, the fastest growing SaaS company in history “Sales is undergoing such a major transformation; some would say so much that the profession may be at risk. Max has responded by starting a movement where sales professionals can share and learn from each other regularly through thought leadership, events, community and networking. This book is a critical must-have component to anyone who wants to stay ahead of this transformation.”--Emmanuelle Skala, VP of Sales, Influitive “Finally! A single, consolidated playbook to help start-ups define their prospecting strategy and sales philosophy. Max breaks down the areas to consider and the tools to evaluate in helping you maximize your resources. A great read for any VP Sales who’s building their team out.”--Bill Binch, VP of World Wide Sales, Marketo “As sales becomes more scientific, sales teams need to stay up to date on all the new technologies and processes. Max Altschuler knows them all!”--Armando Mann, VP of Sales, RelateIQ “Max is one of the original hackers and like all hackers he’s full of tips and tricks for you to follow and swallow to master the game of sales. It doesn’t matter how much experience you have selling, you will most certainly gain some new knowledge by reading this book. It is chock full of unique ideas and approaches for you to use. This is a must read for anyone just getting into sales.”--Doug Landis, VP of Sales Productivity, Box “Max Altschuler and the Sales Hacker team are always on point. They remain at the forefront of knowing what’s hip, what’s now, and what’s driving revenue for today’s sales organizations. The tools and technologies explored in this book will bring you to the front of the line - on your sales team, in your industry, and at your bank.”--Ralph Barsi, Sr. Director of Sales Development at ServiceNow “Over the last few years, the sales development field has strongly emerged as the biggest innovation to happen to the sales process. There are not many who are more educated on this than Max Altschuler. Max shares his insights here as one of the only real references you’ll need to understand this emerging space. After a quick read, you’ll be able to boost revenue for your business and double down on your knowledge of modern day selling.”--Kyle Porter, Co-founder and CEO, SalesLoft “Max has spent the last 5 years not only working in the trenches of B2B sales teams, he’s also networked and collaborated with the most talented practitioners as part of his growing Sales Hacker movement. In this book, he has been gracious enough to share truly actionable strategies that just don’t get written about in traditional cookie cutter sales books. Both sales leaders and salespeople, this is a must read.”--Tawheed Kader, Founder and CEO, ToutApp “I’ve been lucky to have a first row seat watching Max create a new school of sales over the past few years. His real world experience, constant optimization, and questioning of traditional sales norms has created the best practices in this book that are essential for any sales team.”--Jaspar Weir, Co-founder and President, TaskUs “Hacking Sales is the definitive guide to building a powerful sales machine that leverages the wide range of technology and data available today. Max has delivered a gift to sales reps and managers everywhere.”--Ryan Buckley, Co-founder and Head of Sales, Scripted “The world of sales is a \$500 billion industry that employs more than 15 million people in the United States alone. Surprisingly, only a handful of colleges offer degrees in sales, and most MBA programs don’t offer a single sales class. For everyone who depends on sales—from entrepreneurs building a sales process to individual reps focused on hitting their numbers, Hacking Sales is your degree in modern sales. The most successful business executives and investors know a good sales team makes and breaks a business, which is why CEO and founder of Sales Hacker Max Altschuler put together this pioneering guide to building a fully streamlined sales engine that uses the newest, most innovative techniques and technologies. Whether you’re bootstrapping a start-up, running a publicly traded company, or operating somewhere in between, an organized sales process that effectively tracks and measures with a focus on improvement is critical to surviving. This comprehensive resource goes in-depth into the human aspect of sales, as well, because there is a point where you have to let go of technology and rely on your ability to sell; automating your process gives you more time to do it. It goes beyond prescribing a cookie-cutter methodology for everyone, and instead guides you through a sophisticated range of options, based on exclusive advice from a diverse group of highly accomplished professionals in sales training, global leadership, psychology, and more. From the soft skills of interpersonal relationships to the nuts and bolts of fitting the best customer relationship management software to your team, this everyday reference shows you how to do

everything with step-by-step clarity, including: Build highly targeted lists of potential buyers, complete with potential targets at all levels within the companies—and their contact information Use scraping, crawling, artificial intelligence, and big data analysis to boost your lead research to enlightened levels Gain competitive advantage with virtual assistants who can do all your sales development right up until the actual call Whether you're working in an antiquated sales process, crushing it but working too hard, or have product-market fit and need to know what's next, Hacking Sales has the plays you need.

From the Back Cover Praise for HACKING SALES "Companies that embrace technology and data in their sales process will build the world class sales organizations that win. Hacking Sales creates an actionable, cutting-edge sales process that can scale with your sales organization and the ever-changing world of technology." —MARK ROBERGE, Chief Revenue Officer, Hubspot "Max has sorted through the maelstrom of sales and marketing apps out there to cut through the clutter and show us some creative and practical ways to automate sales drudgery. Well done, sir!" —AARON ROSS, Built Outbound Sales at Salesforce; Co-founder, Predictable Revenue and Carb.io "Max is at the forefront of this new age of selling and has done a fantastic job in this book outlining the process of building and evolving a sales approach and process with tools, tips, and techniques along the way. I recommend it to any sales rep or sales leader who is looking to play catch up or stay ahead of this ever-evolving profession we call sales." —JOHN BARROWS, Leading Sales Trainer for Salesforce, LinkedIn, Zendesk, Marketo, Box, and many of world's top tech sales organizations "Finally! A single, consolidated playbook to help start-ups define their prospecting strategy and sales philosophy. Max breaks down the areas to consider and the tools to evaluate in helping you maximize your resources. A great read for any VP of Sales who's building their team out." —BILL BINCH, VP of World Wide Sales, Marketo