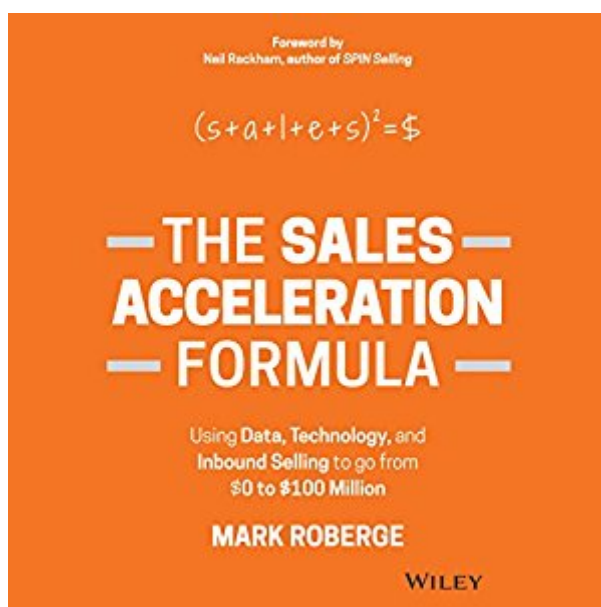


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# The Sales Acceleration Formula: Using Data, Technology, And Inbound Selling To Go From \$0 To \$100 Million



## Synopsis

Use data, technology, and inbound selling to build a remarkable team and accelerate sales. The Sales Acceleration Formula provides a scalable, predictable approach to growing revenue and building a winning sales team. Everyone wants to build the next \$100 million business, and author Mark Roberge has actually done it using a unique methodology that he shares with his listeners. As an MIT alum with an engineering background, Roberge challenged the conventional methods of scaling sales utilizing the metrics-driven, process-oriented lens through which he was trained to see the world. In this audiobook he reveals his formulas for success. Listeners will learn how to apply data, technology, and inbound selling to every aspect of accelerating sales, including hiring, training, managing, and generating demand. As SVP of worldwide sales and services for software company HubSpot, Mark led hundreds of his employees to the acquisition and retention of the company's first 10,000 customers across more than 60 countries. This book outlines his approach and provides an action plan for others to replicate his success, including the following key elements: Hire the same successful salesperson every time - The Sales Hiring Formula Train every salesperson in the same manner - The Sales Training Formula Hold salespeople accountable to the same sales process - The Sales Management Formula Provide salespeople with the same quality and quantity of leads every month - The Demand Generation Formula Leverage technology to enable better buying for customers and faster selling for salespeople

## Book Information

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## Customer Reviews

I've rarely seen a Customer Review listing with so many people who are clearly not the usual reviewers. These are business people who are positively gushing about Mark Roberge and the write-up of his 6 years as VP of Sales for HubSpot. The only hint of criticism is that his techniques worked for him in a specialized industry, but they might not be so effective for other companies in other industries. I've spent 40+ years developing training (mostly sales training) including stints at two tech companies that aspired to do what HubSpot is clearly excelling at. Working and consulting for big, famous companies and smaller companies showed me that every company "regardless of their business and sales strategy" will absolutely benefit from reading this book. The stories he tells, the way his selling initiatives fit together, the combination of selling and technology he describes | even the use cases he lists make the approach that Roberge describes applicable to any sales organization "however well-entrenched. While he implies that he had no right to be so successful because of a lack of selling experience, that's perhaps why Roberge was/is so successful. He had no legacy of selling assumptions to overcome, no selling organization politics to get around, no technology in place to have to work off of. What a great opportunity to work from the bottom up and put something in place that could be tested. When I worked for a company that built sales simulations for companies like IBM, BellSouth and others, we assumed that those clients had their sales processes fully documented and ready to build into a series of selling steps. We never met a client where that was the case, and it took months to get agreement about what those best practices really were.

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The Sales Acceleration Formula: Using Data, Technology, and Inbound Selling to Go from \$0 to \$100 Million Sales: A Beginners Guide to Master Simple Sales Techniques and Increase Sales (sales, best tips, sales tools, sales strategy, close the deal, business ... sales techniques, sales tools Book 1) Secrets of a Master Closer: A Simpler, Easier, and Faster Way to Sell Anything to Anyone, Anytime, Anywhere: (Sales, Sales Training, Sales Book, Sales Techniques, Sales Tips, Sales Management) Selling on eBay: 44 Killer Profitable Items To Sell on eBay From Garage Sales, Thrift Stores, Flea Markets and More! (selling on ebay, ebay, ebay selling, ... ebay marketing, ebay selling made easy,) Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business. Leveraging the Power of Data Analytics, Data ... (Hacking Freedom and Data Driven) (Volume 2) Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data) Life Insurance Sales Success Formula: A Comprehensive Guide to Building a Successful Life Insurance Sales Career Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence,

Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Inbound Marketing: Get Found Using Google, Social Media, and Blogs Follow Up and Following Through in Car Sales - Salesperson and Sales Management Advice Book: Technique Guide on How to Overcome Objections and Close Deals Over the Phone (Outbound Sales Call) 7 STEPS to SALES SCRIPTS for B2B APPOINTMENT SETTING. Creating Cold Calling Phone Scripts for Business to Business Selling, Lead Generation and Sales Closing. A Primer for Appointment Setters. Predictable Revenue: Turn Your Business Into A Sales Machine with the \$100 Million Best Practices of Salesforce.com [(Predictable Revenue: Turn Your Business Into a Sales Machine with the \$100 Million Best Practices of Salesforce.com )] [Author: Aaron Ross] [Jul-2011] Thrift Store: How to Earn \$3000+ Every Month Selling Easy to Find Items From Thrift Stores, Garage Sales, and Flea Markets ( FBA - Selling on Ebay ... Online - Etsy Business - Work From Home) Psychology of Sales : From Average to Rainmaker: Using the Power of Psychology to Increase Sales Practice Acceleration! Helping Chiropractors Maximize Patient Volume and Revenue The Great Acceleration: An Environmental History of the Anthropocene since 1945 Whiplash Injuries: The Cervical Acceleration/Deceleration Syndrome Foxtrot: Learn To Dance The Foxtrot In No Time (Dance Acceleration Learn To Dance Book 1) The Million Dollar Shot (new cover) (Million Dollar Series)

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