Predictable Revenue: Turn Your Business Into A Sales Machine with the $100 Million Best Practices of Salesforce.com

Aaron Ross, Marylou Tyler

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Discover the outbound sales process that, in just a few years, helped add $100 million in recurring revenue to Salesforce.com, almost doubling their enterprise growth... with zero cold calls.

This is not another book about how to cold call or close deals. This is an entirely new kind of sales bible for CEOs, entrepreneurs and sales VPs to help you build a sales machine. What does it take for your sales team to generate as many highly-qualified new leads as you want, create predictable revenue, and meet your financial goals without your constant focus and attention?

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How to develop self-managing sales teams, turning your employees into mini-CEOs.And more...

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