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Sales Tips and Sales Quotes from 62 Top Sales Experts

Today is the 6 month anniversary of [The Inside Sales Virtual Summit](#), an industry event that changed the world of sales and marketing. More than 15,800 sales leaders registered for a day of learning and enchantment on June 20, 2013.

62 sales experts gathered for the largest online event of its kind that the sales industry had ever seen.

We just asked them to unite their wisdom one more time with a tip or sales quote. Salesforce.com had me publish a quote or tip from every single one of them on the [Salesforce blog](#). And several articles were written telling how it was done [in only three weeks](#) from start to finish using this new online form of [collaborative marketing](#).

I keep getting requests to tell more about these great people so I wanted to share quotes and tips and reveal just a bit more about the 62 authors, business and thought leaders who participated in the virtual summit that is now part of history.

NOTE: The specific tip or sales quote from each expert is their first statement in italics.

1. Guy Kawasaki, Author, Venture Capitalist and Technologist and former Chief Evangelist at Apple Computer



Guy Kawasaki shares his thoughts on "Enchantment"

"Enchantment is the purest form of sales. [Enchantment](#) is all about changing people's hearts, minds and actions because you provide them a vision or a way to do things better. The difference between enchantment and simple sales is that with enchantment you have the other person's best interests at heart, too."

Guy presented his live Virtual Summit session from the stands of

Small Business Funding

Access up to \$100K in Minutes!
Take any increment you need, pay only for what you take.

You were created to
RENEW

START HERE

Calvin
COLLEGE

a hockey rink.

Guy is the author or co-author of twelve books on topics like [Enchantment](#), [The Art of the Start](#), [Selling the Dream](#), [Word of Mouth Marketing](#), [The Macintosh Way](#), and many more.



Josh James says it's all about sales-driven cultures

2. Josh James, CEO of Domo and former CEO and Founder of Onniture
"[Sales-driven cultures](#) can really differentiate you from the majority of your competition. That doesn't mean being salesperson oriented, just sales oriented: winning deals, smelling the blood and going in for the kill."

We talked Josh James into participating in the Virtual Summit because he is on the Board of Directors of InsideSales.com. He is so busy he had to record his session from the veranda of his hotel room in Paris, France.

Josh James was the youngest CEO of a Nasdaq or NYSE traded company from 2006 to 2009 and was 2006 Ernst & Young Entrepreneur of the Year. He sold Onniture to Adobe for \$1.8b. He maintains "[My Startup Rules](#)" on his blog (a must read.)

3. Jeffrey Gitomer, Author of "21.5 Unbreakable Laws of Selling"

"Use your CRM to retain customers."



Gitomer's latest book: 21.5 Unbreakable Laws of Selling

"If your main contact leaves, and a new, unknown person takes over, your account is in jeopardy — especially if the new employee doesn't know about your value to his company. Well, if your Salesforce account notes are detailed (who and when you connected, what happened, what was the client reaction), you can print your past history and present this information to the new person as evidence of how you conducted your relationship. This will help the new employee [see the impact](#) you have had."

"IMPLEMENTATION PLAN: Record all interactions AND all outcomes. Keep your Salesforce account up to the minute. It could be worth a customer."

Often called the King of Sales, Jeffrey's session on the Virtual Summit was one of the most heavily attended, with people still visiting the video archives today.

Gitomer has written nine books including NYT best sellers [The Sales Bible](#), [The Little Gold Book of YES! Attitude](#), [The Little Red Book of Selling](#), and his most recent [Jeffrey Gitomer's 21.5 Unbreakable Laws of Selling](#).



4. Dave Elkington, CEO and Founder of InsideSales.com
"You have to



Dave Elkington is the CEO and Founder of InsideSales.com

generate revenue as efficiently as possible. And to do that, you must create a [data-driven sales](#)

[culture](#). Data trumps intuition.”

Dave is our own CEO and has already contributed greatly to the foundational research of the Inside Sales industry with research done with [Dr. James Oldroyd, PhD](#). (visiting Research Fellow at M.I.T), and also with [Kristina McElheran](#) published in Harvard Business Review. The original study has gone viral with over 210,000 companies or individuals who have accessed it's contents.

Dave and his team of Business Intelligence PhD's, economists, analysts, and statisticians average nearly a dozen new research studies per year to help answer the difficult questions on sales, marketing, lead generation, and predictive analytics.



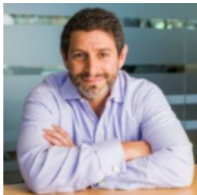
Matt Dixon tipped over the old school of sales with his controversial book “The Challenger Sale”

5. Matt Dixon, Co-Author of “The Challenger Sale”

“Lead TO [what makes you unique](#) ... not WITH what makes you unique.”

Matt Dixon and the team at The Corporate Executive Board Company have changed the landscape of selling with the research published in the controversial book [The Challenger Sale](#).

We have validated much of their results in our own observations at InsideSales.com but the dust still isn't settling about the assertions they have made. A must read.



Brian Frank is Head of Global Sales for LinkedIn, what may be the most powerful tool ever invented for salespeople

6. Brian Frank, Global Head of Sales Operations at LinkedIn

“When you have a multi-tiered sales effort, the first thing you want to do is [understand the market](#). You want to go out there and map the competitive landscape. You want to know what your customers are saying.”

Brian represents the single most powerful tool ever invented for sales... LinkedIn. He is sought after to show how to make money on LinkedIn and [how LinkedIn makes money](#).





Yusuf spoke on behalf of the powerhouse consulting and salesforce.com implementer Accenture

7. Yusuf Tayob, Partner & Global Lead – Sales Enablement at Accenture

“[Sales teams](#) are doing a better job of training field reps on new products. However, research by CSO Insights clearly shows that many teams need to get better at selling solutions, outcomes and business value.”

Accenture is one of the powerhouse systems integrators on Salesforce CRM solutions worldwide and when Yusuf and others speak in the world of sales, people listen.



Jill Konrath is the author of SNAP Selling and drove more attendants than anyone to the Virtual Summit

8. Jill Konrath, Author of “SNAP Selling” and “Selling to BIG Companies”

“Salespeople today ARE the differentiator. That’s why it’s so critical for you to focus on [becoming a valuable business asset](#) to your customers.”

Jill Konrath continues to amaze everyone who interacts with her. She is one of the hottest voices in all of sales and definitely proved her prowess by driving more people to the Virtual Summit than any other individual entity (except us.)

Her exciting new book *Agile Selling* is due in stores soon and I’m predicting a huge following based on her previous works [SNAP Selling](#), [Selling to Big Companies](#) and [Conversations That Sell](#). She helped found a women-based sales forum of influential women in the sales industry

9. Mike Bosworth, Author of “Solution Selling”

“The [best salespeople](#) know that their expertise can become their enemy in selling. At the moment they are tempted to tell the buyer what “he needs to do,” they instead offer a story about a peer of the buyer.”



Mike Bosworth is the Author of Solution Selling

Mike Bosworth has built a huge fan base through his writing and speaking.

In 2013, he started doing his popular [StorySeeker workshops](#) and executive coaching. Mike is the author of [Solution Selling](#) and [What Great Salespeople Do](#)



Ken Kroque is the President & Founder of InsideSales.com

10. Ken Kroque,
President and
Founder of
InsideSales.com

*“Take a long, hard
look at your [lead
generation
methodologies](#). It’s
really all about the
leads. Do your best to*

*always move from less assertive methodologies to those that are
more assertive and more effective. That’s where the results are.”*

My team at InsideSales.com conducts and publishes industry-leading research that helps sales teams combine data, technology and proven best practices to accelerate sales. Our [2013 Lead Generation Methods](#) study caused a stir based on its findings that social media is overrated for lead generation

11. Barry Trailer, Co-Founder
of CSO Insights

*“When you’re coaching your
sales reps, make sure your
feedback is timely,
consistent, objective,
accurate, individualized
and [relevant](#).”*



Barry Trailer is the Co-Founder of CSO Insights

>Barry Trailer’s research through CSO Insights has become the standard by which chief sales officers benchmark themselves against their peers. His firm’s famous [research reports provide revealing insights into how the most successful sales teams operate](#).



Liz Gelb-O'Connor is the VP of Inside Sales Strategy & Growth at ADP

12. Liz

Gelb-O'Connor, VP Inside Sales Strategy & Growth at ADP

“Social selling is not just a small-business play. It’s not just a large-business play. It’s a play for every business in [every segment of the market](#). Develop training modules. Celebrate successes. Share social-selling best practices throughout your entire company. And track the results.”

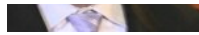
ADP is one of the most progressive sales organizations on the planet, so Liz’s thoughts on social selling resonate with companies large and small. She’s a true visionary in the fields of sales effectiveness and inbound demand generation.

13. Jon Miller, VP Marketing at Marketo

*“Use [lead scoring](#) to determine
who you send to sales and
when you send them to sales.
Identify fit based on
demographic information,*



and then pinpoint interest and buying stage by watching prospect behaviors. Actions speak louder than words.”



Jon Miller is the VP of Marketing at Marketo

Jon Miller is well known in marketing circles for his brilliant strategies and leadership at Marketo. What you might know about Jon, though, is that he has a physics degree from Harvard. You can find his fresh perspectives on marketing on the [Marketo blog](#).



Mark Roberge is the SVP of Sales & Services at HubSpot

14. Mark Roberge, SVP Sales and Services at HubSpot

“You know you are running a modern sales team when selling feels more like the relationship between a doctor and a patient and less like a

relationship between a salesperson and a prospect. When you go in to see your doctor and she asks you about your symptoms, you tell her the truth. You trust that she can diagnose your problem and prescribe the right medication. When she says, “This is what you have. Take these pills,” you don’t say, “Let me think about it” or “Can I get 20 percent off?” You take the medication.”

“It’s no longer about interrupting, pitching and closing. It is about [listening, diagnosing and prescribing](#).”

HubSpot has perfected the inbound marketing model, and Mark Roberge loves to share what he’s learned with the rest of the world.

He is helping sales professionals understand their buyers better with [Signals](#), HubSpot’s cool new sales tool.

15. Aaron Ross, Author of “[Predictable Revenue](#)”

“If you’re doing prospecting, it’s not profitable to focus on smaller customers. Your ideal outbound customer should represent the [largest revenue size](#) or opportunity you can find that you can likely win.”



Aaron Ross is the Author of Predictable Revenue

Aaron Ross set the sales world on fire with his best-selling book, [Predictable Revenue](#), where he shares the secrets he learned at salesforce.com. He continues to teach inside sales teams how to scale effectively. In fact, my team at InsideSales.com calls one of our most effective lead-generation tactics “The Rossinator.”



16. Anneke Seley, CEO and Founder of Reality Works

“[Sales 2.0](#) is a combination of the data, science, metrics and

Anneke Seley is the CEO & Founder of Reality Works

predictability that inside sales has always been known for combined with the art of really getting close to our customers and understanding what they are facing in their businesses.”

Anneke Seley has had a profound impact on the way corporations build and operate their sales teams. She made a name for herself as the architect of Oracle’s inside sales group. She continues to drive results for some of the best-performing global sales organizations in business today.

Anneke co-authored [Sales 2.0](#), which illustrates what it takes to succeed in the modern sales environment.

17. Bob Perkins, Founder of *American Association of Inside Sales Professionals*



Bob Perkins is the Founder of American Association of Inside Sales Professionals

“Today’s [inside sales](#) teams must continue to take the lead on embracing and adopting the technology that will help advance the sales process and profession.”

Bob Perkins has extensive executive experience building and leading highly successful inside sales organizations. Through his work with the American Association of Inside Sales Professionals (AA-ISP), Bob is shining a bright light on an industry that used to be overlooked.

Bob and other thought leaders will be sharing research and best practices at the [6th Annual AA-ISP Inside Sales Leadership Summit](#) in Chicago in April.



Kraig Kleeman is the Author of The Must-React System

18. Kraig Kleeman,
Author of “*The Must-React System*”

“There is [incredible power](#) in leading with research and leading with relevance.”

Kraig Kleeman has a deep knowledge of sales prospecting and an unmistakable way with words. His keen intellect and impressive vocabulary leap off the pages of his acclaimed book, [The Must-React System](#).

Kraig is also one of the nicest people you’ll ever meet. One time after he had just done us a big favor, we asked if we could do anything for him. He just smiled and said, in his classic style, “I just want to make the world a better place.” We need more Kraig Kleemans.

19. Trish Bertuzzi, President & Chief Strategist at *The Bridge Group*

“Every



company has a vision. But can your sales reps clearly articulate it?

Probably not.

Why not

create a

welcome video from the CEO or a founder just for new sales reps? Make hearing the why both [personal and motivating](#) at the same time.”



Trish Bertuzzi is the President & Chief Strategist at The Bridge Group

Since founding The Bridge Group, Trish Bertuzzi has promoted inside sales as a community, profession and engine for revenue growth. In the process, she and her team have worked with hundreds of B2B companies to build, expand and optimize inside sales efforts.

Trish was recently named one of the Top 25 Most Influential in Inside Sales by the AA-ISP for the fourth consecutive year. Her team's [Lead Generation Metrics & Compensation Report](#) has been downloaded more than 8,300 times.



Art Sobczak is the Founder of Business By Phone Inc.

20. Art Sobczak, Founder of Business By Phone Inc.

“Outbound call prospecting is very much alive for those who follow the Smart Calling success formula: relevant prospect intelligence, plugged into planned,

practiced, [persuasive and proven messaging](#), repeated persistently, with a positive attitude = sales results. The weak, the meek and the lazy will not do it. The successful pros already are.”

Art Sobczak designs and delivers content-rich programs that begin showing results for B2B salespeople the very next time they get on the phone. Audiences love his down-to-earth, entertaining style and low-pressure ideas and techniques.

Every interaction we've had with Art has been pleasant and productive. His book, [Smart Calling](#), has earned widespread attention in the industry.

21. Tim Ash, Author of “Landing Page Optimization”

“Stop distracting people on your [landing pages](#) with visual embellishments or motion. Your graphical designer's need to avoid boredom may be costing you a lot of money.”



Tim Ash is the Author of Landing Page Optimization

Tim Ash has helped a number of major U.S. and international brands improve the outcomes of their Web-based initiatives. He is a highly regarded speaker at industry conferences worldwide. Tim is the founder and chairperson of Conversion Conference and a frequent contributor to print and online publications.

Since 1995, he has written more than 100 published articles. Tim also is the author of the best-selling book [Landing Page Optimization](#).



Siva Devaki is the CEO & Founder of Mansa Systems

22. Siva Devaki, CEO & Founder of *Mansa Systems*

"Sales is not about selling anymore but [building trust](#) and educating."

Siva Devaki has a big, hairy, audacious goal. He wants to build a billion-dollar company with a people-centric culture. So, we admire him for that. At the virtual summit, his presentation was titled "Company of the People, By the People, For the People."

You can find a lot of good information on his company's [technology blog](#).

23. Kevin Gaither, VP Inside Sales at ZipRecruiter

"A typical sales leader gets hiring right about 50 percent of the time. The most crucial characteristic [you should be hiring for](#) is drive. Ask questions that help you determine whether a candidate truly has drive."



Kevin Gaither is the VP of Inside Sales at ZipRecruiter

Kevin Gaither is a recognized inside sales expert and hands-on senior sales executive with an 18-plus year track record of growing early-stage and multimillion-dollar businesses. He has demonstrated proven success in attracting, retaining and leading top-performing sales teams focused on accelerating revenue growth. You can ask him your most pressing inside sales questions on his website, [KevinGaither.com](#), and he'll answer them.



Jill Rowley is the Social Selling Evangelist & Enablement at Oracle

24. Jill Rowley, Social Selling Evangelism & Enablement at Oracle

"The [modern sales](#)

[professional](#) doubles as an information concierge — providing the right information to the right person at the right time in the right channel. Socially surround your buyers and their "sphere of influence": analysts, thought leaders, experts, peers and colleagues."

Jill Rowley is passionate about culture, customers, content and connections. Her core philosophy is that it is better to give to give than to give to get. Jill is such a fanatic about selling that she wants to inspire more colleges and universities to offer professional selling degrees. If you've spent any amount of time online, you've probably bumped into Jill. She's everywhere. Her

mantra is Always Be Connecting. She shares her [social selling wisdom on Slideshare](#).

25. Jamie Shanks, Partner at *Sales for Life*

"Make each sales rep responsible for monitoring a certain number of competitors using LinkedIn. As you gather competitive intelligence, use it to build a central repository.



Jamie Shanks is a Partner at Sales for Life

Who is your competitor connecting to? If you see potential prospects on that list, add them to your spreadsheet. Use this spreadsheet to alert your [sales team](#) to deals you might be losing."

Jamie Shanks is one of North America's leading social selling experts. He has built social selling solutions in nearly every industry, ranging from start-ups to Fortune 500 corporations. Before starting his first sales agency, Jamie was the director of sales at two SaaS software companies. Jamie is the Toronto chapter President of the American Association of Inside Sales Professionals. He dispenses social selling advice on the [Sales for Life blog](#).



Craig Elias is the Creator of Trigger Event Selling

26. Craig Elias, Creator of *Trigger Event Selling*

"The next time you hear a decision maker say something like, 'I'm thinking of doing something about this. Why don't you call me back in six months,' DON'T CALL

BACK IN SIX MONTHS! This decision maker is in the Window of Dissatisfaction. If you help [create their buying vision](#) now, your odds of winning the sale are 74 percent. Call them back in six months, and your odds of winning the business drop to 16 percent."

Craig Elias is the creator of Trigger Event Selling, author of the award-winning sales book *SHiFT! Harness The Trigger Events That TURN PROSPECTS INTO CUSTOMERS* and contributing author to the No. 1 Selling Book on both Amazon and The Wall Street Journal "[Masters of Sales](#)."

His knowledge of trigger events has resulted in a 20-year track record as a top sales performer, coverage on NBC, The New York Times, The Wall Street Journal, and with having his last company chosen by Dow Jones as one of the 50 most promising companies in North America.

27. Mark Organ, CEO at *Influitive*

"[Build advocates](#) and mobilize them."



Mark Organ is the CEO at Influitive

Mark Organ was the founding CEO of Eloqua. Now he's leading the charge at Influitive, which helps B2B companies mobilize their armies of advocates for rapid and profitable revenue growth. He enjoys the

process of selecting the right target markets and creating innovative solutions.

Influitive educates sales teams with free online resources, like the [Advocate Marketing Playbook](#).



Donal Daly is the CEO & Founder of The TAS Group

28. Donal Daly, CEO and Founder of *The TAS Group*

"The impact on a customer of a bad buying decision is usually greater than the impact on a salesperson of a lost deal. Think about the customer's business and

what business problem they are trying to address. This helps you take a [solution-centric approach](#) to the sale – and that is better for both the seller and the buyer."

Donal Daly is CEO and Founder of the TAS group of companies, which is his fifth global business enterprise. Combining his expertise in enterprise software applications, artificial intelligence and sales methodology, he continues to revolutionize the sales effectiveness industry.

Donal was also CEO and Founder at Software Development Tools, NewWorld Commerce, The Customer Respect Group and Select Strategies. Donal is author of four books including his recent No. 1 Amazon Bestseller, [Account Planning in Salesforce](#), and the best-selling [Select Selling Sales Fieldbook](#).

29. Dave Orrico, VP of Enterprise Sales at *InsideSales.com*

"The No. 1 key to success in today's sales environment is speed. The salesperson who delivers the most [valuable information](#) to their customer or prospect first, wins the game. The best sales professionals rely heavily on tools like [salesforce.com](#) to provide that competitive advantage for information acceleration."



Dave Orrico is the VP of Enterprise Sales at InsideSales.com

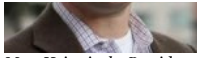
Dave Orrico joined InsideSales.com in September 2012 as the VP of Enterprise Sales with more than 30 years of experience in the technology industry.

Dave has served in a number of sales leadership roles including VP of Worldwide Sales at C3 Energy Networks, Vice President of Worldwide Sales at Appirio, Executive Vice President of Enterprise Sales at salesforce.com, Vice President of Eastern Operations for Siebel Systems, numerous management positions at Oracle and sales and management at Automatic Data Processing (ADP).



30. Matt Heinz, President at *Heinz Marketing*

"Customer point of view. Always. Filter everything



Matt Heinz is the President at Heinz Marketing

you're doing, saying and pitching through that and you'll [improve just about every metric](#) you care about today."

Matt Heinz is president of Heinz Marketing, a sales and marketing firm based in Redmond, Washington. He brings more than 12 years of marketing, business development and sales experience from a variety of organizations, vertical industries and company sizes.

His career has focused on delivering measurable results for his employers and clients in the way of greater sales, revenue growth, product success and customer loyalty. Matt has held various positions at companies such as Microsoft, Weber Shandwick, Boeing, The Seattle Mariners, Market Leader and Verdiem.

Matt is one of the most active sales and marketing bloggers out there. He gives away a lot of great tips on his blog, [Matt on Marketing](#).

31. Erik Luhrs, B2B Lead Generation Expert at *Front-Loaded Lead Generation*

"When you create a lead



Erik Luhrs is a B2B Lead Generation Expert at Front-Loaded Lead Generation

generation message (email, letter, blog post, etc.), you lose 82 percent of the audience because of a bad title/headline. This is because you create the headline from your point of view (e.g., what do I want to say?).

To test your headline/title look at it from the prospect's point of view and ask yourself: Does this relate to something I really care about right now? If not, go back to the drawing board.

Remember, people care about [what they care about](#), not what you want them to care about."

Erik Luhrs has been called the Bruce Lee of sales. He created The GURUS Selling System. Erik and his ideas have been featured by Selling Power, Entrepreneur, Fox Business News, Sales Gravy and The Chicago Tribune.

Rapport building and alignment are two of his specialties, and he is the author of [Be Do Sale](#).



Nancy Nardin is the President at Smart Selling Tools

32. Nancy Nardin, President at *Smart Selling Tools*

"Salespeople should only use social to the extent that it helps them [sell more](#). For instance, if your prospects are active users of LinkedIn, then you'd better make sure

that you use LinkedIn to some degree. But I would not advocate that you start getting on board with tweeting and updating Facebook. We already have an issue with sales capacity and spending time with clients. So, it could actually mean death for sales reps' performance level if they don't use social the right way at the right time."

Nancy Nardin is a pioneer in sales prospecting technology — first as a service provider and now as an evangelist and expert. She is a frequent speaker and writer on using technology to drive revenue throughout the sales pipeline.

Nancy has written ebooks and guides for DocuSign, Cloud9, OneSource, CDC Software and many other sales and marketing software companies. She published [Five Golden Rules for Boosting Sales Rep Productivity](#) on Slideshare.

33. Mike Smalls, CEO & Founder of Hoopla

"Sales managers struggle with motivating their teams because it is often assumed that motivation can only be driven internally from the person or that it requires a coin-operated model, such as prizes and rewards.

However, we've seen companies [increase sales productivity](#) by leveraging properly structured competition and recognition programs to create motivation and engagement within their teams."



Mike Smalls is the CEO & Founder of Hoopla

Mike Smalls has more than 25 years of experience in the technology industry as a sales executive at several start-ups, and as a leader of a variety of teams at larger companies. Prior to Hoopla, Mike was Executive Vice President at ClickEquations, a SaaS paid search platform for large advertisers and agencies.

In 2004, he joined the founding team of Turntide, an innovative anti-spam company, as VP of Sales. TurnTide was acquired by Symantec, where Mike became Director of Emerging Products Sales. Learn how to use game mechanics to improve sales performance in Hoopla's [sales gamification ebook](#).



Sam Richter is the Author of Take the Cold Out of Cold Calling

34. Sam Richter,
Author of "Take the
Cold Out of Cold
Calling"

"Search

on www.yougotthenews.com prior to any [sales call](#) or meeting to scour thousands of local and national news and business publications. Find an article about the other person and his/her company that you can reference, so you can ensure relevancy and get the other person talking about him/herself."

Sam Richter is an internationally recognized expert on sales intelligence and online reputation management. In 2011 and 2012, Sam was named by InsideView as one of the world's Top 25 Most Influential Sales Leaders. His experience includes building

innovative programs for start-up companies and some of the world's most famous brands.

His best-selling book, [Take the Cold Out of Cold Calling](#) is in multiple editions and was named 2012 Sales Book of the Year. Through his Know More! business improvement program, Sam has trained leading organizations and entertained tens of thousands of people around the world.

35. Bryan Kreuzberger, Founder of *Breakthrough Email*

"Have you ever played the follow-up game? Before you leave a meeting, make sure you and the prospect have a clear next step. This step must be actionable and measurable. Here is an example: You will talk to them next Tuesday at 2 p.m. Here is an unclear example: I will follow up with you. To put this in action, in your next meeting ask, "What makes sense as a next step?" If they say, "Let's talk," then say, "Since we are here, how about we put something on the calendar right now?" Boom, you have your next meeting."



Brian founded [BreakthroughEmail.com](#)

If they ask you to send them something, then schedule a time to review it together. "As you requested, I will [email](#) you the proposal by this Friday. When does it make sense to review it together?"

Brian founded [BreakthroughEmail.com](#) after spending a year as an inside sales rep doing nothing except cold calling — interrupting executives, trying to get past gatekeepers and leaving voicemails that were never returned. He saw a need for a better solution and found one. [BreakthroughEmail.com](#) teaches you How to Get Any Meeting with Cold Email: Escape Cold Calling and Land Bigger Sales.



Mick is the CMO at [InsideSales.com](#). He has spent time at Citrix, Microsoft and IBM.

36.

Mick Hollison, CMO at [InsideSales.com](#)

"Today's buyers do a tremendous amount of their purchasing research long before they ever speak to a salesperson. As a result, it is critical for marketers to consider every potential interaction with a customer and how those impressions may be shared via social media. Ultimately, this age of the hyper-educated, constantly connected consumer requires that [marketing and sales](#) work more closely together than ever before."

Mick is a marketing guru. He joined us at [InsideSales.com](#) as our Chief Marketing Officer last June, just weeks before the Inside Sales Virtual Summit. Prior to [InsideSales.com](#), Mick spent seven years at Citrix, recently serving as global vice president of marketing and strategy. He also spent time in marketing at Microsoft and IBM. We're glad to have him on our team and

appreciate his tips and experience .

37. Lori Richardson, CEO & Founder of [Score More Sales](#)

"Be an example. Are you prompt? Are you professional? Are you engaged?"



Lori is a thought leader on B2B sales growth.

"As sales leaders, we have to set the bar high for ourselves as well as our teams. [Sales leaders](#) often look distracted while they are talking to their reps. Sometimes, it's as simple as checking your smartphone when somebody is trying to tell you something important. It may seem insignificant, but it sends the wrong message."

How can you expect your reps to stay engaged if you looked distracted and you're the one who's supposed to be setting the tone?

Lori Richardson is the founder and CEO of [Score More Sales](#). She is an active thought leader on B2B sales growth and speaks, writes, trains and consults with inside and outbound sellers in technology and service companies. Lori is recognized as one of the "Top 25 Sales Influencers for 2013" and one of "20 Women to Watch in Sales Lead Management for 2013."



Michael Pedone is Founder and CEO of SalesBuzz

38. Michael Pedone, Founder of SalesBuzz

"It's amazing how many sales reps fly by the seat of their pants when it comes to [leaving voicemails](#).

You've got to be prepared prior to picking up the phone. Why not try

rehearsing your message or listening to it beforehand? Even better, build perfect customizable voicemail messages with technology, like the PowerDialer from InsideSales.com. The sales platform can be leaving the message while you are already on to your next call."

Michael Pedone is the founder and CEO of SalesBuzz.com, a sales training program for inside sales. He is well known in the world of online business and launched an Internet marketing company during the dot com meltdown. He defied the odds and turned it into a successful venture. He says a large factor in its success was his ability to teach his proven phone sales techniques to his ever-expanding staff. Micheal's [online sales training programs](#) harness the power of technology to help companies keep their training costs under control.

39. Erik Charles, Principal Incentives Strategist at Xactly

"You have to manage your [sales managers](#), too. When managers are on the edge of making their numbers, they will keep bad reps on the payroll longer in



Erik Charles is Principal Incentives Strategist at Xactly

hopes of bringing in just one more deal. Unfortunately, those bad reps are burning good opportunities while the manager is waiting. If managers are hitting their numbers, the turnover is 22.2 percent; if managers are on the edge of making their numbers, the turnover drops to 5.6 percent.”

Erik has more than 20 years of experience working with sales and incentive compensation. He has designed plans as a consultant, managed them in both sales operations and as a sales manager and has been working on sales effectiveness software solutions since the 1990s. Today Erik uses that experience to help develop the next generation of incentive compensation solutions at [Xactly](#).

Executive Director at
MECLABS

Brian Carroll is Executive Director at MECLABS

40. Brian Carroll,

“Garbage data in, garbage results out. Whether you do inbound or outbound marketing, the quality of

your database and lists has a huge impact on your results. [Attaining better information](#) about prospects and where they are in the buying process is one way to improve the quality of sales-ready leads.”

Brian Carroll is Executive Director of Applied Research at [MECLABS](#) and CEO of InTouch, part of the MECLABS Group. He is a leading expert in lead generation and the author of the popular book, [Lead Generation for the Complex Sale](#) (McGraw-Hill). He is profiled and regularly quoted in numerous publications. Brian also speaks to 20,000 people a year on improving sales effectiveness and lead generation strategies.

41. Brian Kardon, CMO at [Lattice Engines](#)

“Find your trigger.”

“Find the qualities that make a lead [more likely to convert](#), and focus on those leads.”



Brian Kardon is CMO at Lattice Engines

Brian is a results-oriented marketing executive with more than 20 years of experience creating and implementing successful growth strategies. His experience ranges from startups to global, billion-dollar organizations. Brian is CMO at [Lattice Engines](#), the leader in delivering predictive business applications to sales and marketing. Brian leads their demand generation, thought leadership and integrated marketing programs to ensure strong connections with customers and constituents.



Mike is VP of Marketing at TimeTrade

42. Mike Puglia, VP of Marketing at TimeTrade

“The trust that a customer has in your company and in you strongly outweighs the techniques you use to sell. [Establishing trust](#) is better than any sales technique.”

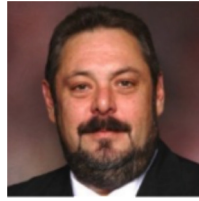
Mike Puglia is Vice President of Marketing for [TimeTrade](#) where he is responsible for managing and executing product, marketing, program and communications strategy to drive sales, revenues and adoption. Mike brings more than 20 years of marketing and

technical management experience to his role at TimeTrade.

Mike joined TimeTrade from Salesforce.com, the world's leading CRM and enterprise cloud computing vendor, where he led the integration of real-time collaboration technologies into Salesforce's Chatter Social Enterprise platform.

43. Larry Reeves, COO at *American Association of Inside Sales Professionals*

"Use dual



Larry Reeves is COO at the American Association of Inside Sales Professionals

monitors. The [increase in productivity](#) is much more than you can imagine – a great addition for around \$100."

Larry Reeves brings a multidimensional perspective to the [AA-ISP](#) executive team, with more 30 years sales and marketing experience. He has managed virtually every aspect of the inside sales industry, from building high performing sales organizations to the strategic development of outsourcing and channel partnerships.



Richard Brasser is CEO at rFactr

44. Richard Brasser, CEO at *rFactr*

"Social opens a secret door that puts you right in front of decision makers. 70 percent of our sales come through [social platforms](#). The secret door is much more effective than the front door. If you are trying to contact a C-level prospect through a gatekeeper, or the front door, you

aren't going to get in. You'll encounter a mote, alligators, guards and all sorts of horrible things to keep you out. But there is a 98 percent possibility that these executives are paying attention to social."

Richard is one of the leading experts in social media and interactive marketing, with more than 14 years of experience in the interactive media world. Richard has been a keynote speaker for more than 50 conferences, an "Entrepreneur Roadmap" board member for the Kauffman Foundation, Technology Chairman for MENG and a member of the Social Media Task Force for NASDAQ. Since founding rFactr in 2000, Richard has helped some of the world's leading brands create their social networking strategies and successful social business programs.

45. Atri Chatterjee, CMO at *Act-On Software*

"80 percent of [prospects who eventually buy](#) are originally marked as bad leads. Don't totally count them out."



Atri Chatterjee is CMO at Act-On Software

Atri is responsible for all things marketing at [Act-On Software](#). He has more than 20 years of experience in marketing, product management, business

development and engineering at high-growth innovative companies ranging from start-up ventures to large public companies.



Dave Hibbard is Co-Author of "SOAR Selling"

46. Dave Hibbard, Co-Author of "SOAR Selling"

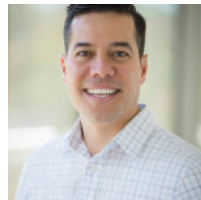
"Delivery of your [value statement](#) should take no more than 15 to 20 seconds — generally less."

David Hibbard trains sales professionals in a variety of industries. He is the author of

two books, [SOAR Selling: How To Get Through to Almost Anyone?](#) *The Proven Method for Reaching Decision Makers* and *The Canoe Theory: A Business Success Strategy for Leaders and Associates*. His goal is to support businesses and individuals to reach the top 20%+ in sales performance. He empowers individuals and businesses to be more profitable, more successful and marketplace leaders while maintaining integrity and trust through his proven and top performing SOAR Selling process.

47. Jared Haleck, Senior Product Manager at [InsideSales.com](#)

"Sales reps are competitive by nature, but too often that competitive energy doesn't get utilized on the sales



Jared Haleck is Senior Product Manager at [InsideSales.com](#)

floor. [Gamification](#) harnesses that energy by systematically placing them in direct competition with one another. As they are recognized and rewarded for their accomplishments, they become even more motivated to work harder."

Jared drives product development at [InsideSales.com](#).

Jared was part of the launch team at [InsideSales.com](#) in 2004. As co-founder over business development, Jared spent his time driving initial customer acquisition through the first year of the company. Since rejoining the company more than a year ago, Jared has led the product development team in delivering solutions that have continued to advance [InsideSales.com](#)'s market leadership.



Steve Richard is a Co-Founder of Vorsight

48. Steve Richard, Co-Founder of Vorsight

"Join LinkedIn groups. You are 70 percent more likely to get an appointment with someone on an unexpected sales call if you cite a common LinkedIn group than if you don't. LinkedIn groups are a wonderful venue to

engage in meaningful conversations with those who have similar interests. Groups allow professionals to understand what the hot topics are in their area, socialize with colleagues, ask questions and give helpful answers."

Do NOT join groups to spam them and just share your content. You have to be engaged in the dialogue. But what most sales reps fail to do is reference a group in common with a prospect when they make a cold call. This [proactive use of social media](#) is an easy way to improve your conversion rate.

Steve is a Co-Founder of [Vorsight](#). His goal is to arm talented sales professionals with real life tools, tips, tactics, techniques and templates to successfully secure sales meetings with senior executives. By giving participants a tactical playbook for getting in the door, Vorsight's sales training alumni see dramatic improvement with up to a 300 percent increase in individual performance. Steve has been featured in The Harvard Business Review, The Washington Business Journal, The Washington Post, CNN/Money and CNBC.

49. Peter Gracey, President at *AG Salesworks*

"Automate your outbound and benchmark the results. If they don't stack up, re-evaluate your messaging. Chances are it's what you are saying, not how often you are saying it, that is costing you sales."



Pete Gracey is President at AG Salesworks

Pete is the Chief Operations Officer and Co-Founder of [AG Salesworks](#). He is a prolific blogger who posts frequently to the company's website and also contributes online video presentations. Pete started AG Salesworks in 2002 with a goal of providing technology companies with high quality and fully qualified sales leads.



Josiane Feigon is an Author and President at TeleSmart Communications

50. Josiane Feigon, Author and President at *TeleSmart Communications*

"By the year 2020, 85 percent of the buyer-seller interaction will happen online through social media and video. Prospects now participate in sales presentations via Skype, web conferencing and video. These tools are quickly catching on and overtaking face-to-face visits and traditional meetings, which are expensive and too time consuming for busy buyers. [Inside sales](#) will soon surpass field sales. The only real question is: Are you ready?"

Josiane created a sales system for inside sales, [TeleSmart 10](#), which has been delivered in 30 countries and adopted on a global scale. It is also the core of her bestselling book [Smart Selling on the Phone and Online](#), now considered a must-have resource for sales teams. Her Inside Sales Thought Leadership blog is ranked among the Top 50 Sales Blogs by SalesCrunch.

51. James Rogers, CMO at *OneSource Information Services*

"The buyer's journey is no



longer a standard funnel. [Sales and marketing](#) need to team with tools, process automation, analytics and discipline to be successful.”



James Rogers is the CMO at OneSource Information Services

James brings deep expertise in modern, social-driven marketing. He currently serves as CMO of [OneSource](#), a leading multi-channel platform for business information and sales enablement solutions. James has experience leading marketing for the SMBS division of WoltersKluwer and the Hoover's subsidiary of Dun & Bradstreet. At D&B, he was key to reestablishing Hoover's double-digit growth.



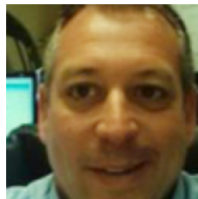
Dustin Grosse is CMO at DocuSign

52. Dustin Grosse, CMO at DocuSign
“Sales professionals and marketers, especially in technology start-ups, will talk in depth about [features and functionality](#) without considering what really matters to their customers. You must take a few steps back and look at your product or service positioning from your customer's perspective.”

Dustin enlightened attendees at the Inside Sales Virtual Summit with information to help companies position their products or service to succeed from both a sales and marketing standpoint. Dustin is the chief marketing and business development officer at [DocuSign](#), a provider of cloud-based electronic signature technology that facilitates exchanges of contracts, tax documents and legal materials. Prior to DocuSign, Dustin spent time with Microsoft and has led strategy, sales, marketing and operations consulting engagements for Fortune 500 and start-up companies with McKinsey & Company.

53. Gary Milwit, SVP Sales at Stone Street Capital

“A coach takes the ‘what to do’ and marries it with the ‘how to do it.’ Coaches are the ‘how to guys.’ Coaches are expected to get employees to performance levels to [reach maximum potential](#). Coaches have to



Gary Milwit is the SVP Sales at Stone Street Capital

engage with players, encourage players, have rapport with players and earn trust from their players. When they do, they will be able to correct all of the little things that matter during the sales process.”

Gary is a former high school teacher, high school football and baseball coach and athletic director. He left the public sector to run a division of AWS, Convergence Technologies, also known as [WeatherBug](#). Gary was the General Manager of the Energy, Education and Government Services Division before leaving to become the senior vice president of sales at Stone Street Capital, LLC, where he has been recognized for his expertise in sales management coaching. He shared that expertise with us at the

Inside Sales Virtual Summit in June.



John Wall is the Host of Marketing Over Coffee

54. John Wall, Host of *Marketing Over Coffee*

“When you’re sending emails, you live and die by your subject line. [Making it personal or funny](#) can increase your open rate 10 times or more. At the very least, try to pitch some value

rather than pointless bragging. “Work Faster!” is better than “Version 10.4 now available!”

John speaks, writes and practices at the intersection of marketing, sales and technology. He is the producer of [Marketing Over Coffee](#), a weekly audio program that discusses both new and classic Marketing with his co-host [Christopher S. Penn](#), and has been featured on iTunes. His work has been profiled by CBS Evening News, The Associated Press, NECN, The Boston Globe, Boston Herald, DM News and the Yahoo! Year in Review.

55. Mike Agron, Author of “WebinarReady”

“Webinars, as a form of content marketing, are a great vehicle to educate and inform potential buyers, and the real goal should be to make sure they are engaged in the webinar so they are inspired to want to have a conversation with you after the event. That’s the time to start the sales process. Part of the post webinar follow-up is to use the intelligence and analytics collected before, during and after the [webinar](#) to start segmenting the leads into one of three buckets: sales ready, those that need nurturing, and those who aren’t qualified or a good fit.”



Mike Agron is Author of “WebinarReady”

Mike knows all things webinars and shared his webinar demand generation expertise with us at the Inside Sales Virtual Summit, explaining methods to use webinars to drive new business. He is an award-winning author of “[WebinarReady](#) – A Step-by-Step Guide to Hosting Successful Webinars,” and “The Five Things You Must Know About Webinar Audio.” After a successful career with such enterprise companies as Apple, Oracle and MapInfo, he co-founded WebAttract, where he is currently the Executive Webinar Producer and Managing Principal. WebAttract is a professional services and training organization of B2B webinar experts.



Giles House is CMO at CallidusCloud

56. Giles House, CMO at CallidusCloud

“There’s no silver bullet, but the most common challenge I’m hearing from [sales leaders](#) is time. If you can give a B or C player more time, you will almost certainly see a performance lift: more time to prospect, more time in front of

customers, more time to prepare. Common things to cut: disputes around comp plan, time spent preparing quotes, time spent training.”

Giles is an expert at marketing technology and business software. He currently serves as chief marketing officer at CallidusCloud. He has served a variety of channel, sales and marketing roles at [CallidusCloud](#) in EMEA and most recently in North America as Vice President, Marketing Communications and Products. Prior to joining CallidusCloud, Giles has worked at international software and SaaS companies including SAP, Active Risk and Maxima.

57. Gabriel Padva, Founder of *30,000 FT Strategies*

"The new role of [sales professionals](#) is to educate their prospects on relevant industry issues, facilitate their decision-making process, and provide compelling evidence that makes it easy for their prospects to say yes."



Gabrie Padva l is Founder of 30,000 FT Strategies

Gabriel focuses on how to align sales and marketing by maximizing people, process and technology to increase overall revenues. He founded a company that does just that, [30,000 FT Strategies](#). Gabriel has more than 15 years of sales and marketing experience in multiple industries ranging from high-tech, real estate and venture capital.



Brandt "Bubba" Page is CEO & Founder of Launch Leads

58. Brandt "Bubba" Page, CEO & Founder of *Launch Leads*

"When a prospect asks you to send some information, turn this into an opportunity to set an appointment. Gather the prospect's email address and

send your marketing collateral while you're still on the call. Ask the prospect to click the link to make sure it works. Once they've seen your value, [set the appointment](#)."

Brandt "Bubba" Page shared his secrets to landing an appointment at the Inside Sales Virtual Summit, including how to turn 30 seconds on a cold call into three valuable minutes and how to schedule a qualified sales appointment. Bubba is the CEO and Founder of [Launch Leads](#), a company that works with B2B organizations to fill their sales pipelines with qualified leads and scheduled sales appointments in a pay for performance model.

59. Kurt Shaver, Founder of *The Sales Foundry*

"Social selling in the enterprise has to start with strategy. Many sales executives who would never go without a common sales methodology or CRM system have yet to establish a common [social selling methodology](#) and set of tools. The result is a wide variety of individual skills and processes that cannot be managed effectively."



Kurt Shaver is Founder of The Sales Foundry

Kurt is founder of [The Sales Foundry](#), a LinkedIn Channel Partner that helps companies build social selling cultures. He brings an in-depth understanding of social selling technologies and real-world experience, with over 24 years in corporate sales. Before starting The Sales Foundry in 2008, Kurt sold multi-million dollar networks for AT&T, led sales at two dot com start-ups, and was VP of Sales for a security software vendor. Kurt is the creator of the [30-Day Social Selling Boot Camp](#) and “[Social Selling Superstars](#)”, the No. 1 social selling podcast on iTunes. He is a member of the National Speakers Association.



Jason Garoutte is CMO and GM at Mintigo

60. Jason Garoutte, CMO and GM at Mintigo

“90 percent of your opportunities come from 10 percent of the names on your [house list](#), so don’t waste time with prospects who aren’t a good fit. Figure out what your ideal prospects are interested in

by analyzing data from websites and social networks, especially LinkedIn and Twitter. New technologies, like Mintigo, are automating this kind of research. But even if you do nothing more than ask interns to research titles and shared content, it can still be enough information to double your prospecting success.”

Jason believes in the power of relevant marketing. He runs marketing and U.S. operations for [Mintigo](#), one of the first marketing intelligence companies. Mintigo leverages the power of Big Data and the social web to supercharge sales and marketing campaigns. Prior to joining Mintigo, Jason spent seven years helping to grow salesforce.com as VP of Sales Operations and subsequently VP of Product Marketing and was an entrepreneur and product marketer at innovative software companies Blue Martini Software and nQuire Software before that.

61. Fred Shilmover, CEO at InsightSquared

“[Analytics](#) is not just about tools and spreadsheets. It’s about culture. In order for any analysis to be effective, it needs to be part of your culture. If you are not inspecting people’s data in a conspicuous manner on a regular basis, and if you are not integrating it into your pipeline review meetings, your authority as a sales leader will be tenuous at best.”



Fred Shilmover is CEO at InsightSquared

Fred provided guidance on building a culture centered on analytics at the Inside Sales Virtual Summit. As CEO and Founder of [InsightSquared](#), Fred helps companies forecast sales to set realistic expectations and maximize sales and revenue. Before he joined the team at InsightSquared Fred headed global IT and was an associate at Bessemer Venture Partners. His background includes an SMB consultancy he founded as well as corporate development at Salesforce.com.



62. Lars Leckie,
Venture Capitalist
at Hummer Winblad



Lars Leckie is a Venture Capitalist at Hummer Winblad

“If I had a dollar to [invest in a sales effort](#) for a company, it would go to building inside sales process and execution. It will

be the dominant model for the next five to 10 years, and the payback of doing it well is 10 times that of field models.”

Lars is a member of the venture capital firm [Hummer Winblad](#), one of our advisors.

He told me that people thought our team at InsideSales.com was nuts for trying to pull off the Inside Sales Virtual Summit in a mere three weeks.

He summarized the whole grand adventure with a quote I'll remember forever:

“Ken, normal people don't make history.”

NOTE: Special thanks to [Gabe Villamizar](#), [Leo Dirr](#), and [Brittney Griffin](#) for helping to contact each of our 62 Sales Experts and pull together their sales tips and sales quotes before the holidays. – Ken

Author: [Ken Kroque](#)

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