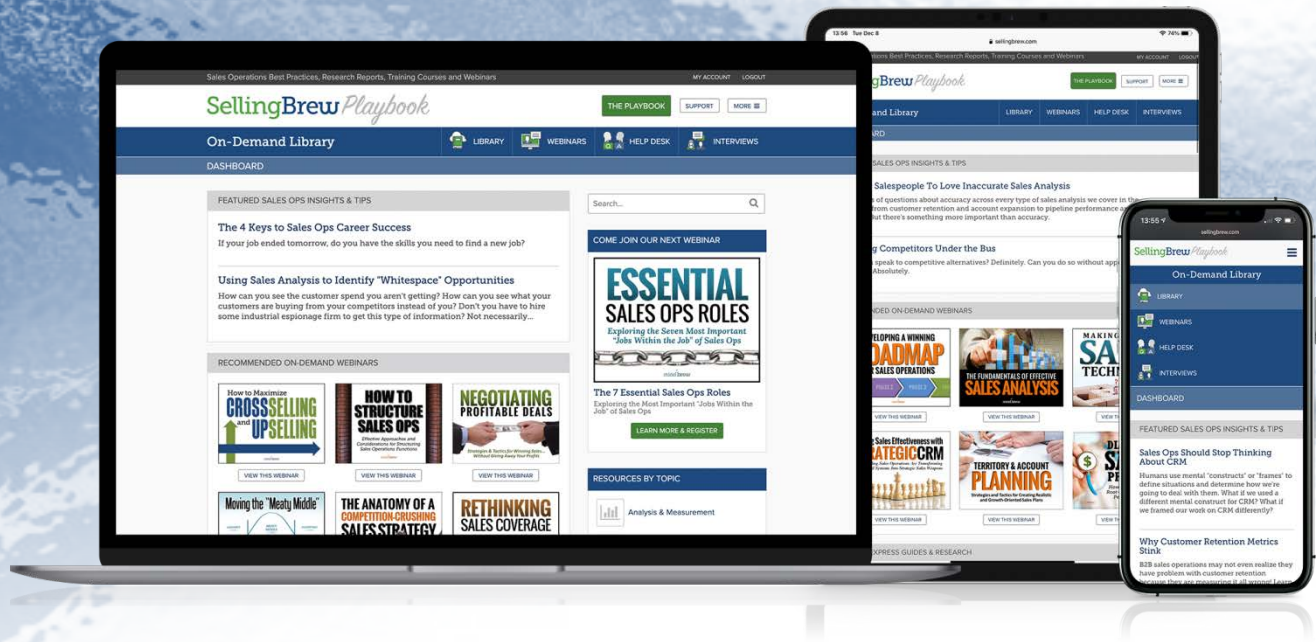


# SellingBrew Playbook



# Sales Ops Research and Training Catalog

# A Better Way to Stay Ahead...



**Rafe VanDenBerg**

Editor in Chief  
The SellingBrew Playbook

Compared to other business disciplines and functions, Sales Operations is a relatively new development in the corporate organizational framework. And as such, there are very few long-standing rules for what Sales Operations teams should be focusing on and how they should be going about it.

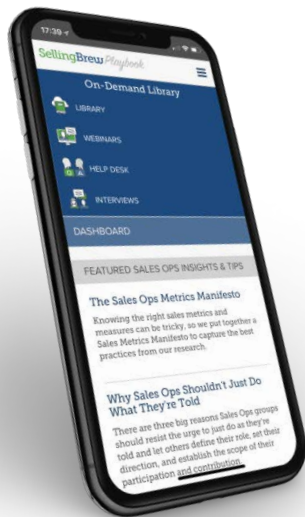
So how do you teach your Sales Ops team the techniques and concepts they really need to understand? How do you arm them with the principles and practices that will make them most successful? How do you expose them to strategies and tactics that have already proven effective for others?

And how do you do all of the above without making everyone slog through a bunch of irrelevant literature...or putting a huge dent in a budget that's already stretched to the limit?

## That's where the SellingBrew Playbook comes in...

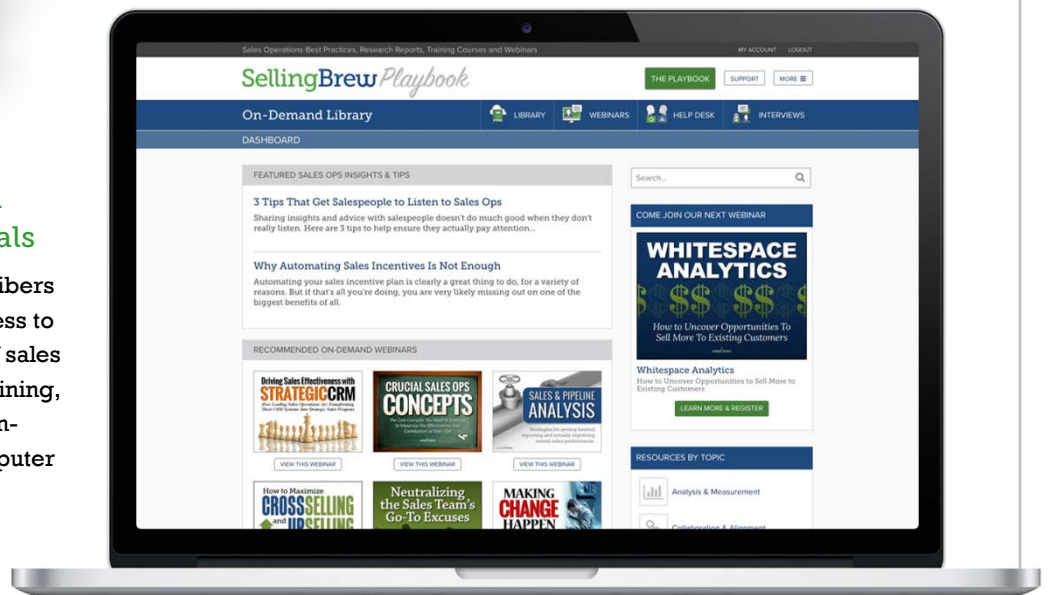
The SellingBrew Playbook is an online library packed with concise training materials and timely research, compiled and produced by an in-house team of former practitioners, and all squarely focused on effective sales operations. As the only resource of its kind, the Playbook uses text, video, and audio to deliver far more relevant and understandable information than a traditional professional journal ever could.

So, take a few minutes to peruse this catalog and get a sense for the range of resources and features your team will be able to access as Playbook subscribers. Then...come join us!



## A Professional Journal for Today's Professionals

SellingBrew Playbook subscribers enjoy convenient, online access to an ever-expanding arsenal of sales operations best practices, training, and research...all available on-demand, 24x7, from any computer or mobile device.



# Which Sales Ops Problems Are You Grappling With?

In any sales operation, new challenges seem to come up every week. Why reinvent the wheel or rely on trial-and-error when the SellingBrew Playbook provides you with on-demand access to an array of best practices and research that cover just about every aspect of effective sales operations:

- ✓ Executing strategies that will improve customer retention?
- ✓ Creating realistic account plans around untapped potential?
- ✓ Building effective sales training programs that actually stick?
- ✓ Equipping the sales team to hold the line in negotiations?
- ✓ Demonstrating the contribution of the Sales Ops function?
- ✓ Identifying the true root-causes of performance problems?
- ✓ Improving sales proposals to win the business more often?
- ✓ Keeping key customers from defecting to the competition?
- ✓ Executing plans to boost the effectiveness of Inside Sales?
- ✓ Selling management on approving new Sales Ops initiatives?
- ✓ Knowing the most important metrics to analyze and track?
- ✓ Finding the value propositions that resonate with prospects?
- ✓ Helping new salespeople generate revenue more quickly?
- ✓ Pinpointing where and how to optimize the sales funnel?
- ✓ Maximizing your share-of-wallet with existing customers?
- ✓ Using sales and pipeline analysis to drive sales performance?
- ✓ Defining a sales strategy to secure the most profitable deals?
- ✓ Taking the right proactive steps to boost overall close rates?
- ✓ Responding appropriately to competitors' pricing moves?
- ✓ Designing sales compensation plans you won't regret later?
- ✓ Recognizing the right sales skills during the hiring process?
- ✓ Quantifying the bottom-line impacts of your team's work?

*...and too many more to list here!*

## ***Subscribers Get:***

### **Training Courses**

Conducted by our in-house analysts and free of any sales pitches, you can attend these regular training sessions live, and/or view all past session recordings on-demand.

### **Sales Ops Help Desk**

Subscribers can tap into our researchers and analysts to get unbiased advice, insights, and perspectives on their specific sales operations issues.

### **Expert Interviews**

Access 25+ hours of interviews with top B2B sales experts and other practitioners who've all "been there, done that."

### **Research & Cases**

Real-world case studies show you the good, bad, and ugly, while our research helps you keep tabs on your peers.

### **Tutorials & Guides**

Distilled to the essentials, our express guides and step-by-step tutorials tell you where to start, what to do, and why.

### **Tools & Diagnostics**

Use diagnostics to identify your opportunities and work through the issues with tools, worksheets, and templates.

### **Weekly eNewsletter**

Our weekly email newsletter provides useful insights and alerts you to new resources.

**Explore a Small Sampling of Subscriber Resources**

# Dozens of "Sales Free" Training Courses Are All Included in Your Subscription...

Through the SellingBrew Playbook's unique "all in" subscription model, your team can gain immediate access to our entire digital archive of dozens of on-demand training courses and workshops, all focused on the most important aspects of running an effective sales operation.

And each of our training sessions is a full 60 minutes...or more...of 100% educational content. No vendors or consultants presenting their wares. No sales pitches after just 15 minutes of so-called educational content. And absolutely no salespeople hounding you afterwards!



*"Thanks for the session yesterday. I love the diagnostic technique you mentioned and will be using it with my sales managers."*

Plus, every few weeks we hold a new subscriber-only training session on a topic requested by the community. Your team can attend and participate in these training sessions live, or access the recordings in the on-demand archive just a few days later.

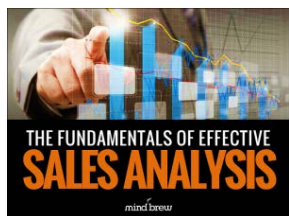
Purchased separately, the Training Series alone would cost at least \$5000. But with a SellingBrew Playbook subscription, you can get it all...all of the recorded training courses and all of the next year's new sessions...at a price your entire team can afford.

## A Sampling of On-Demand Training Courses in the Playbook:



### What Makes an Exceptional Sales Ops Team?

As a function, Sales Ops is still evolving and there are no long-standing rules for how everything should work. In this on-demand course, we explore the traits and mindsets of successful Sales Operations groups.



### The Fundamentals of Effective Sales Analysis

In this training session, we explain the concepts and principles behind effective sales analysis, reveal the crucial building blocks that need to be in-place, and walk through a example analysis to pull everything together.



### Exploring the Sales Ops Center of Excellence

Highlighting the critical differences between the two types of CoE we found in our research, this training session explores the key decisions and steps for developing an effective Sales Ops Center of Excellence.



## More On-Demand Training Courses in the SellingBrew Playbook:



### Earning Sales Ops a Seat At the Table

Sales Ops is often overlooked at the highest levels of strategic planning. So how do you move from just executing the plans that are handed down to actually having a hand in developing those plans in the first place?



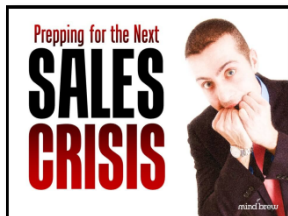
### Aligning Sales Ops to Business Strategy

How do you ensure that the in-market actions of your sales operation are properly aligned with the overall business strategy? And what should you do when there's a significant disconnect?



### The Sales Operations Blueprint

Leveraging current best practices and "what we know now," this training course aims to equip you with the knowledge you need to create the most impactful and effective Sales Operations function possible.



### Prepping for the Next Sales Crisis

When the 'stuff' really hits the fan, some companies will overreact and make things worse. So how should you respond when something highly disruptive happens? And how do you prepare for the next crisis?



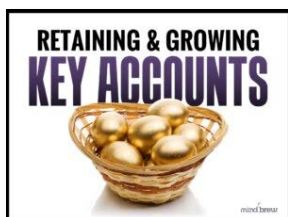
### Building a Better Sales Pipeline

How do we develop a more efficient and more effective sales pipeline? And how do we drive and operationalize these improvements in ways that are more consistent, predictable, and scalable?



### Building Sales Ops' Credibility with Sales

Sales often views Sales Operations with skepticism and doubt. And as a result, they disregard our suggestions and ignore our recommendations. What can we do to get them to see us as a trusted partner and ally?



### Retaining & Growing Key Accounts

In this course, we explore how leading teams are taking a more systemic and programmatic approach to key account retention and growth by developing a Key Account Program that actually works.

## More On-Demand Training Courses in the SellingBrew Playbook:



### Managing Successful Sales Ops Projects

Bringing new Sales Ops initiatives to fruition in established companies is rarely a cakewalk. So, how do we manage our projects and initiatives to maximize our odds of success and minimize the chance of failure?



### Building the Right Sales Ops Habits

What makes someone a Sales Operations professional? Our research has found that it's a powerful combination of behaviors and practices...habits that can be learned and developed by anyone, over time.



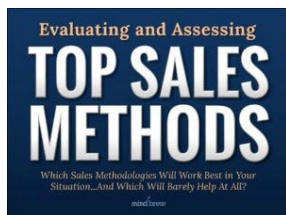
### Closing Your Most Costly Revenue Leaks

In this recorded training session, we explore common revenue leaks that can appear when the economy is roiling, your business is under intense pressure, and everyone has been scrambling to deal with the chaos.



### Getting More Out of Your CRM System

How do you get beyond just surface-level usage and unlock the full potential of your CRM system to enhance overall productivity, streamline operations, and optimize customer interactions?



### Evaluating and Assessing Top Sales Methods

How do you know whether or not your team is using the most effective sales method for your particular business situation? And if necessary, how do you go about facilitating a productive change in approach?



### Working With "Bad" Sales Data

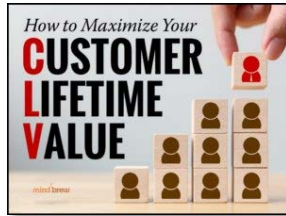
In most businesses, there are so many moving parts that working with perfect data isn't very realistic. In this session, learn a strategic approach to making meaningful progress with inaccurate and incomplete datasets.



### The Top Lessons Learned by Sales Ops Leaders

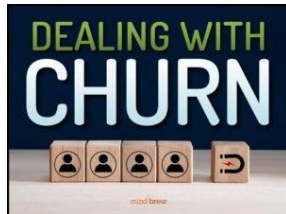
How have Sales Ops leaders become leaders? What can their 20/20 hindsight teach us to streamline our own path? In this on-demand training session, learn the top lessons gleaned through our research.

## More On-Demand Training Courses in the SellingBrew Playbook:



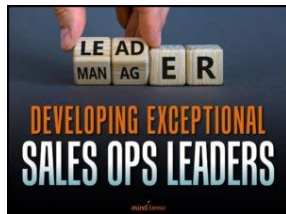
### Maximizing Customer Lifetime Value

Customer Lifetime Value (CLV) has become an important metric to investors, boards of directors, and managements. So what do Sales Ops practitioners need to understand about CLV and how to maximize it?



### How to Deal With Churn

How can we mitigate churn and retain more of the customers, revenues, and profits we've acquired? In this training course, learn a straightforward methodology for figuring out what's best in your situation.



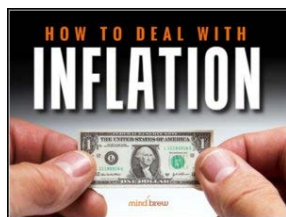
### Developing Exceptional Sales Ops Leaders

For sales operations functions, frustration and conflict would seem to be inevitable. But learn how an "internal consultant" mindset and approach can make driving improvements much easier...and far less frustrating.



### Anticipating Competitors' Sales Moves

Your competitors' sales actions (and reactions) add even more complexity to a sales operation. So what can you do to better anticipate competitive moves and prevent them from spoiling your selling efforts?



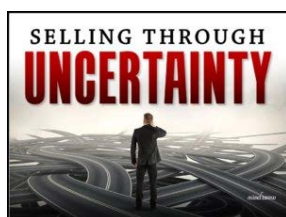
### How To Deal With Inflation

With all that's been happening over the last few years, inflation was bound to catch up with us. So what should we be doing differently to deal with the rapid inflation we're seeing on so many fronts?



### Successful Sales Ops Pilot Programs

How do you get your company to accept new sales tools and approaches, while maximizing your odd of success? In this session, learn how to leverage pilot programs and in-market trials to accelerate your progress.



### Selling Through Uncertainty

As Sales Ops practitioners, we're expected to make weighty decisions with imperfect information. How do we "illuminate" the landscape a bit? What steps can we take to reduce the ambiguity, uncertainty, and risk?



## More On-Demand Training Courses in the SellingBrew Playbook:



### **B2B eCommerce Channel Pricing Practices**

Market dynamics have kicked B2B ecommerce trends into high gear. In this session, we dispel eight myths of B2B ecommerce and explore ten critical strategic pricing principles you'll want to embrace.



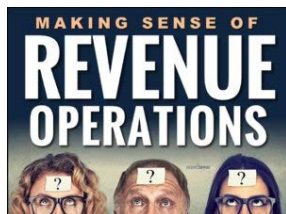
### **Better Product Management for Better Sales**

In this session, learn how leading Sales Ops teams are influencing the pre-market decisions that can reduce meaningful differentiation and limit the sales performance you can achieve in the market.



### **Being An Internal Sales Consultant**

For sales operations functions, frustration and conflict would seem to be inevitable. But learn how an "internal consultant" mindset and approach can make driving improvements much easier...and far less frustrating.



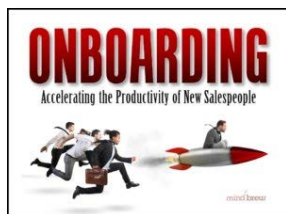
### **Making Sense of Revenue Operations**

Revenue Operations is a hot topic and a growing function. What does Sales Operations really need to know about it? And how can the principles and practices be leveraged to improve overall performance?



### **Sales Process Improvement**

In this session, we share how to identify bottlenecks, develop procedures, and prioritize improvements. And, we discuss how to leverage technology to streamline and scale your sales processes.



### **More Effective Onboarding**

Every sales operation wants to get new reps productive faster. But making that a reality can be a challenge. In this session, we share key insights and principles for making onboarding more efficient and effective.



### **Effective Sales Enablement**

The concept of "sales enablement" can be somewhat confusing. While there are different definitions, our research has identified a number of core themes and best practices that spell success.



## More On-Demand Training Courses in the SellingBrew Playbook:



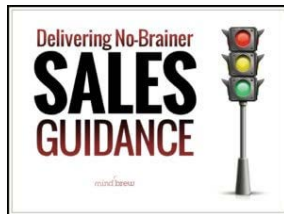
### Fostering Productive Collaboration

In this recorded session, we discuss how to identify and influence the groups that contribute most to our sales performance and explore the 8 key ingredients for effective cross-functional collaboration.



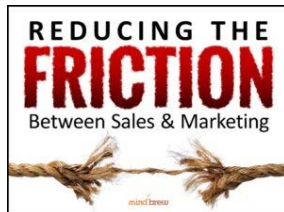
### Quick Wins in Sales Operations

It's always good to have a few tricks up your sleeve for boosting results in short order, without investing a ton of effort and money. In this session, we discuss 15 "quick wins" that have proven effective for others.



### Delivering No-Brainer Sales Guidance

Equipping the sales team with relevant, data-driven guidance is a priority for many Sales Ops groups. In this on-demand training session, learn the key ingredients for delivering guidance your reps will actually use.



### Reducing Friction Between Sales & Marketing

Some amount of "friction" between Sales and Marketing is expected. Too much, however, is counter-productive. In this session, we discuss dozens of ways to address seven root-causes of friction and conflict.



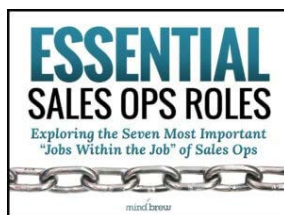
### Sales Operations Productivity Boosters

Under the current clouds of economic uncertainty, most sales ops teams are being asked to do even more with even less. So how do you boost your team's productivity to get the most out of everything you've got?



### Maximizing & Measuring Sales Tools

How do you get everything you can out of your investments in sales tools? In this session, learn about a proven five phase best practice framework for becoming more proactive and effective.



### Essential Sales Operations Roles

While there's only one Sales Ops title on the business card, there are actually many different "jobs within the job." And it isn't easy to do the right jobs, at the right times, and in the right ways.

## More On-Demand Training Courses in the SellingBrew Playbook:



### Why Sales Ops Initiatives Fail

Some sales ops initiatives just don't work out as planned—they either struggle to produce worthwhile results or they fail outright. So, how do we avoid making the same mistakes that have derailed other initiatives?



### Rethinking Sales Coverage

For decades, sales teams have approached territory design and coverage planning in largely the same way. But current market conditions are forcing everyone to question the status quo and explore new possibilities.



### How to Build a More Effective Sales Pitch

How do we arm our sales teams with the most effective sales messages possible? How do we ensure our messages will actually cut through the clutter, differentiate our offerings, and move the sales process forward?



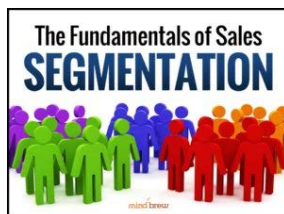
### Boosting the Sales Operations Team's Influence

How can Sales Ops implement their plans and improve results when they lack the direct authority to ensure that those plans are executed? In this session, learn to leverage the principles of influence and persuasion.



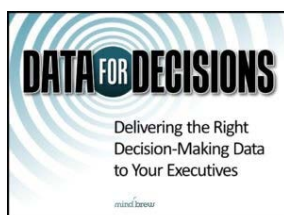
### How to Enable Remote Sales At Scale

Ready or not, the remote/virtual mode of interacting with customers and prospects is here to stay. So, how do you equip your team with the right tools, skills, and practices to be most effective?



### The Fundamentals of Sales Segmentation

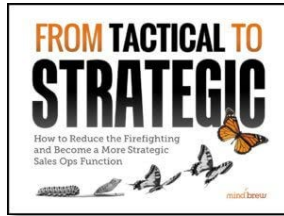
Segmentation is critical for anyone using data to analyze and improve their sales operation. In this session, we explore the key concepts of effective segmentation and discuss different types of models that are useful.



### Delivering Sales Data to Decision-Makers

Providing sales data to executives and other decision-makers is a core responsibility for most Sales Ops teams. In this session, learn what leading teams are doing to make their efforts in this area far more effective.

## More On-Demand Training Courses in the SellingBrew Playbook:



### From Tactical to Strategic Sales Operations

Some Sales Ops teams are so mired in tactical grunt work and firefights they never make progress on strategic pursuits. How have other teams transitioned into more strategic functions? What steps did they take?



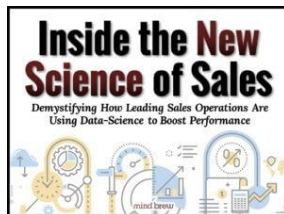
### Adopting "Better" Practices for Sales Operations

That lofty place of "best practice" can sometimes seem very far away. Fortunately, amazing results can be generated by just getting "better." In this session, learn how to adapt best practices in less than ideal situations.



### Improving Sales Compensation to Boost Results

It's hard to devise a compensation plan that nails the objectives without a bunch of unintended consequences. In this session, learn about strategies and tactics for more effective sales incentives and compensation plans.



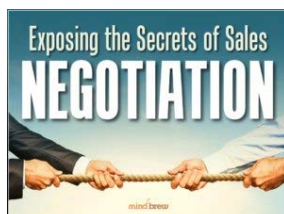
### Inside the New Science of Sales

Leading teams are using data-science to great effect. But all the esoteric talk and technical jargon can be very confusing. In this session, we boil down the core concepts and processes that matter most.



### Managing Mix to Boost Sales Performance

Product and customer mix have an incredible amount of influence over every aspect of your sales performance. In this on-demand course, learn how to get proactive about "rigging" your mix to your advantage.



### Exposing the Secrets of Sales Negotiation

How do you protect results when sellers are outmatched in negotiations? How do you keep them from falling for every trick in the book? And what does your team need to know to provide another layer of protection?

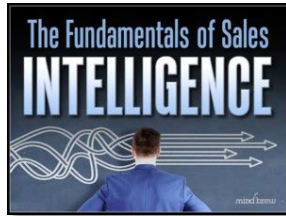


### Selling Your Sales Operations Initiatives

With a positive economic outlook, companies today are much more willing to invest in their capabilities and infrastructure. How should you craft, package, and pitch your initiative to get the go-ahead from management?

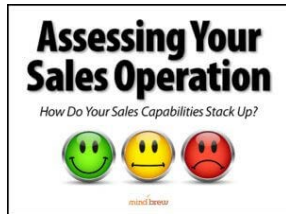


## More On-Demand Training Courses in the SellingBrew Playbook:



### The Fundamentals of Sales Intelligence

In Sales Ops, it's easy to feel like decisions are made in a vacuum. But the reality is that there are many sources of intelligence you can leverage to help the sales team sell more effectively, now and in the future.



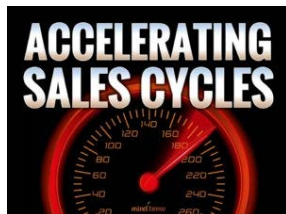
### Assessing Your Sales Operation's Capabilities

How do you know how your sales capabilities really stack up? How can you tell? In this on-demand session, learn how to leverage "3 P" assessments to figure out where you're at and where you need to improve.



### Making Sense of Sales Technology

It's hard to make sense of the various sales technologies that are available today. How are these technologies different? Do those differences actually matter? What technologies do we need? How do we choose?



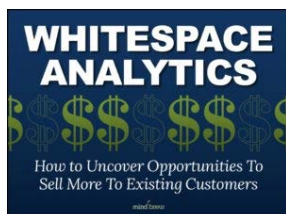
### How to Accelerate Your Sales Cycles

Sales cycle times have major implications for cash flows, productivity, and returns on sales. In this session, learn proven "big bang" strategies and tactics for slashing time-to-close across your sales operation.



### Tales from the Trenches in Sales Operations

Driving sales effectiveness and efficiency at-scale can be messy. In this on-demand training session, glean insights from seven cautionary case studies so you don't repeat the same mistakes and miscalculations.



### How to Conduct Whitespace Analytics

What if there was a way to analyze all of your customers at once, identify the whitespace opportunities, and serve them up to the sales team on a platter? Learn a seven step process for doing just that.



### Reducing Your Losses to "No Decision"

Studies have shown that companies can lose up to 40% of their forecasted deals to "no decision." In this on-demand training course, learn effective strategic and tactical approaches for dealing with prospect inaction.

## More On-Demand Training Courses in the SellingBrew Playbook:



### How to Develop Better Sales Forecasts

In this on-demand training course, learn about the seven major ways in which leading teams are approaching sales forecasting very differently to boost speed, accuracy, and overall performance and results.



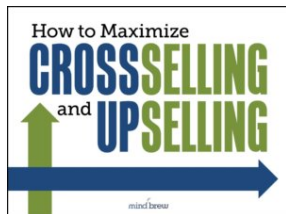
### Neutralizing the Sales Team's Go-To Excuses

When things don't turn out as expected, it's just human nature to look for explanations beyond what might be seen as a personal failing. Learn how Sales Ops can address the common "reasons" for poor sales performance.



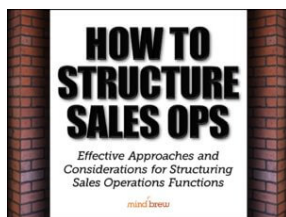
### How to Hire Great Sales Operations People

How do you identify Sales Ops candidates with the raw materials to be most successful? In this on-demand training session, you'll learn the important attributes you should look for when building your team.



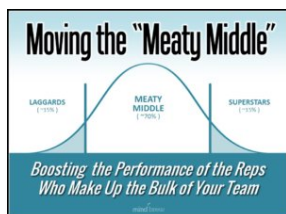
### How to Maximize Cross-Selling and Up-Selling

Effective cross-selling and up-selling requires operational solutions that only Sales Ops can deliver. In this session, learn how some innovative groups are making happen---efficiently, effectively, and very profitably.



### How to Structure Sales Operations Functions

The structure of your Sales Ops function can have ramifications for years to come. In this on-demand training session, learn effective approaches and important considerations for getting your structure right.



### Moving the "Meaty Middle" of the Sales Team

The primary focus for Sales Ops should be on improving the performance of the middle-of-the-road salespeople who comprise the majority of the team. In this session, learn why it's important and how to make it happen.



### Developing Effective Sales Dashboards

How do you develop performance-enhancing dashboards that salespeople will actually use long after the novelty has worn off? In this session, learn 15 strategies, tactics, and tips others have found to be effective.

## More On-Demand Training Courses in the SellingBrew Playbook:



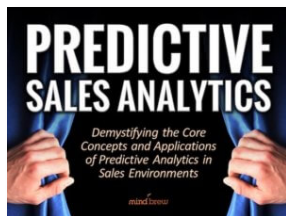
### How to Accelerate "Land and Expand"

The faster and more consistently you can grow newly acquired customers, the more valuable your enterprise becomes. In this on-demand course, learn strategies and tactics to improve "land and expand" performance.



### Avoiding the Top 7 Sales Ops Mistakes

If you can avoid the biggest mistakes that others have already made, you're definitely rigging the game in your favor. Learn about the big mistakes that have set other Sales Ops groups back years and even damaged careers.



### Understanding Predictive Sales Analytics

Predictive sales analytics has proven to be a powerful tool for improving effectiveness and boosting results at-scale. In this on-demand course, we demystify the core concepts and applications in sales environments.



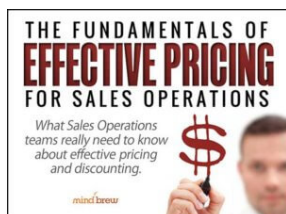
### Advancing Your Career in Sales Operations

There's never been a better time to be working in Sales Ops. But you can't just sit back and hope that good things will happen. In this on-demand session, learn strategies and tactics for Sales Ops career development.



### The Sales Ops Guide to Enabling Sales Managers

Sales managers are critical points of leverage and enablement. In this on-demand session, learn a variety of strategies and tactics that others have used to influence sales managers and drive performance at-scale.



### The Fundamentals of Effective Pricing for Sales Ops

Many Sales Ops teams fail to contribute to pricing in a meaningful way because they lack the knowledge. In this on-demand training course, we cover the pricing concepts that Sales Ops teams need to understand.



### Developing a Winning Sales Operations Roadmap

For transforming Sales Ops, good intentions aren't enough. You need a plan. In this on-demand training course, learn about creating an effective roadmap for making Sales Ops a more strategic function.



## More On-Demand Training Courses in the SellingBrew Playbook:



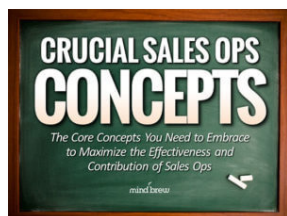
### Building a Data-Driven Sales Operation

Building a data-driven sales operation where opinions have ruled for years is no easy task. In this on-demand session, learn about transforming your sales processes and team culture to make much better use of data.



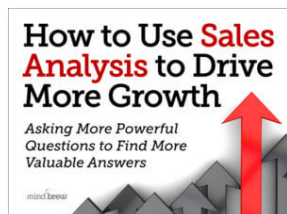
### Measuring the Financial Impact of Sales Ops

How do you show what you're getting from your investments in sales ops? In this on-demand course, learn what other Sales Ops groups are doing to measure and communicate their contributions in dollars and cents.



### Crucial Sales Operations Concepts

What sets a great Sales Ops team apart often comes down the concepts and principles they embrace. Learn about 15 fundamental concepts that every Sales Ops leader and practitioner needs to understand.



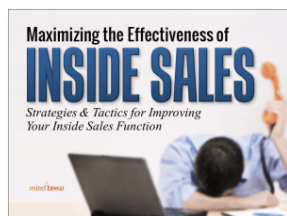
### How to Use Sales Analysis to Drive More Growth

While tactical sales reporting is certainly worthwhile, this on-demand training course explores multiple approaches for use the analytical processes and underlying data to answer much more strategic questions.



### How to Improve Your Team's Close Rates

Trial and error with something as important as your close rates is risky. In this on-demand training session, learn effective strategies and tactics for improving your sales team's ability to win---at scale and with less risk.



### Maximizing the Effectiveness of Inside Sales

In recent years, inside sales has been changing dramatically and leading teams are now playing a much more strategic role. Learn new strategies and tactics for boosting inside sales' performance and contribution.



### Exploring Account-Based Marketing and Sales

While the promise of account-based marketing and sales is certainly compelling, it's important to get beyond the hype and understand what ABM really is and what it can really do for you and your company.

## More On-Demand Training Courses in the SellingBrew Playbook:



### Strategies & Tactics for Building a Better Bid Desk

Large bids and quotes can impact everything from revenue and profit to capacity utilization and strategic positioning. In this training session, learn strategies and tactics for improving the effectiveness of your bid desk.



### Generating More Sales from Existing Customers

Many B2B sales teams struggle to identify untapped sales opportunities and maximize revenue from the customers they've already acquired. Learn a what leading teams are doing differently to grow their share-of-wallet.



### How to Identify & Target Your Best Prospects

Each year, teams waste millions of dollars chasing the wrong business. In this on-demand session, learn about two methods for making targeting decisions that can improve every aspect of your performance, all at once!



### Taking Your Sales Operation to the Next Level

It's common for sales ops to get mired in support and admin activities. This course reveals the steps leading sales ops teams are taking to transform themselves into a much more proactive and strategic business function.



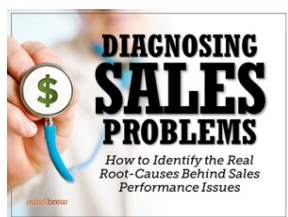
### How to Demonstrate the Value of Sales Ops

Sales Ops often struggles to secure necessary resources and investment. In this on-demand training session, learn about communicating and quantifying the impact and contribution of your Sales Operations team.



### How to Optimize Your Sales Funnel

With so many different variables involved, improving sales performance can be daunting. But with a different perspective on your sales funnel, you can generate huge improvements more easily than you might imagine.



### How to Diagnose Sales Performance Problems

Applying quick fixes and duct tape solutions often leads to a frustrating game of Whack-A-Mole. In this on-demand training course, learn how to identify and correct the real root causes behind sales performance issues.

## Even More On-Demand Training Courses in the Playbook:



### How to Negotiate More Profitable Deals

Everything comes to a head when your sales team negotiates a deal. How do you help your salespeople become better negotiators, so they can win the deals they should, but without leaving too much on the table?



### Leading Edge Account & Territory Planning

In this on-demand training course, you'll learn how innovative sales operations are taking a radically different approach to identify untapped growth opportunities and develop prescriptive account and territory plans.



### How to Retain Your Key Customers

Losing business from existing accounts means sales must acquire more new business to compensate. Learn seven innovative strategies leading teams are using to minimize revenue attrition and customer defection.



### Driving Sales Effectiveness with Strategic CRM

Are you really getting everything you should from your CRM system? In this session, learn what leading sales operations are doing differently to drive significant sales results, with far less resistance from the field.



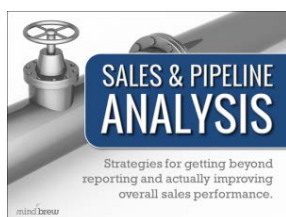
### Anatomy of a Competition-Crushing Sales Strategy

The better your sales strategy, the easier it is for salespeople to achieve their objectives. Learn how leading sales operations are improving their sales strategies to win more business, while actually competing less.



### Maximizing the Effectiveness of Sales Training

In this on-demand training course, we explore proven strategies, tactics, and critical steps for developing effective sales training programs that have "stickiness" built-in from the very beginning.



### Beyond Reporting with Sales & Pipeline Analysis

To improve overall sales performance in a big way, reporting alone simply WILL NOT get you there. Learn how to make the transition from reporting to true pipeline analysis that can drive improved performance at-scale.



# Hundreds of Concise Guides, Tutorials, Assessments, Cases and Research Reports

It's our business to do the research...so you don't have to. We explore issues and problems that most sales ops teams will inevitably have to deal with. We stay on top of new developments and innovations in the B2B sales space. We get beyond the academic theories and find out what works...and what doesn't...in the real world.

Then, we synthesize and distill what we've learned down to the essentials and publish these concise nuggets of wisdom and insight to the SellingBrew Playbook's ever-expanding On-Demand Library.



*"What I've found in my SellingBrew Playbook subscription is really different and highlights the daily issues in a very tangible manner."*

How valuable is it to have a whole library of sales ops tutorials, guides, case studies, research reports, and assessments just a click away when your team needs to solve a problem?

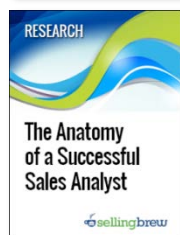
It's hard to say for sure. But it's pretty easy to see how just one effective strategy gleaned from a tutorial...or one proven tactic picked up from an express guide...or a single big mistake avoided by reading a case study...could make or save your company tens of thousands of dollars...and likely a whole lot more.

## A Sampling from the SellingBrew Playbook's On-Demand Library:



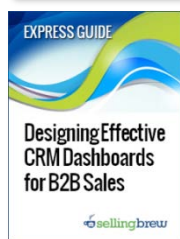
### Seven Signs That Your Sales Strategy Stinks

How can you tell if your sales strategy is really as effective as it needs to be? This simple diagnostic provides a straightforward self-assessment to help you evaluate the likely quality and efficacy of your sales strategy.



### The Anatomy of a Successful B2B Sales Analyst

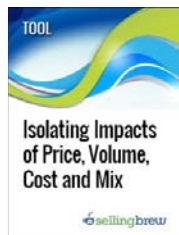
What key competencies are most important for a sales analyst to have? This guide covers SellingBrew's research into the 21 most important attributes, skills, and capabilities for sales analysts to develop or possess.



### Designing Effective CRM Dashboards for B2B Sales

How do you make CRM dashboards an effective tool reps will utilize long after the "shininess" has worn off? This Express Guide details ten strategies and tactics we've gleaned through our research with leading B2B sales operations and sales experts.

## More Resources from the Playbook's On-Demand Library:



### Isolating the Impacts of Price, Volume, Cost and Mix

Using this straightforward tool, you can finally put an end to the second guessing and skepticism by isolating and quantifying the contributions of price, volume, cost and mix to period-over-period revenue and margin differences.



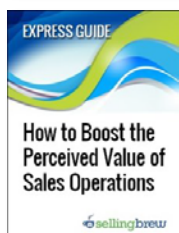
### Structuring Effective Sales Ops Functions

This research brief answers three popular questions about Sales Ops structures, including: Should Sales Ops be distributed or centralized? Where should Sales Ops report to, or up through? How should a Sales Ops function be structured?



### How Many B2B Sales Teams Lack Negotiation Skills?

Recently, we conducted a PulsePoll to better understand the extent to which B2B sales teams were taking steps to develop and maintain skills in negotiation. Explore what we learned in this Research Brief, complete with helpful charts and analysis.



### How to Boost the Perceived Value of Sales Operations

As Sales Ops practitioners, we need to recognize that not everyone in management understands what we do. In this Express Guide, learn nine strategies and tactics for proactively enhancing the internal perceptions and profile of your function.



### Onboarding New Sales Reps for Success

Bringing a new sales rep onto your team can be an expensive and risky proposition. And many common onboarding strategies can actually make things worse. This guide exposes 10 best practices our research team has found to be most effective.



### Combating Competitive Pricing Pressure

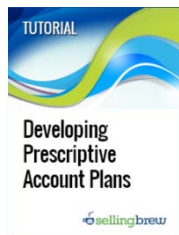
Pricing pressure is just a fact of life. But how well you handle that pressure can determine whether your business ultimately succeeds or fails. This guide exposes 15 ways to address (and prepare for) competitive pricing pressure.



### How to Optimize Your Sales Funnel in Five Steps

When optimizing your sales funnel, it can be a bit difficult to know where to focus and how to get started. In this step-by-step tutorial, you'll learn a straightforward process for improving results with relatively simple and easy-to-execute "tweaks".

## More Resources from the Playbook's On-Demand Library:



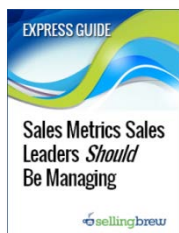
### How to Develop Prescriptive Account Plans

In this tutorial, learn a powerful 7-step process for growing sales from your existing customers by identifying specific untapped growth opportunities and creating the prescriptive account plans that can ultimately capture them.



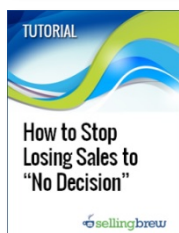
### Innovating to Maximize Sales Productivity

Without adding headcount, how do you pursue a host of new customers while retaining and growing a massive base of existing customers? Learn how one B2B team increased capacity, productivity and effectiveness...all at the same time.



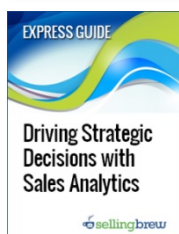
### The Metrics Sales Leaders Should Be Managing

You need to track and manage sales metrics, but which metrics are the most important? In this guide based on research from Vantage Point Performance and the Sales Education Foundation, Jason Jordan reveals the ones that really matter.



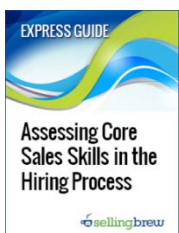
### How to Stop Losing Sales to "No Decision"

For many companies, the biggest competitor they have to contend with is "no decision." In this tutorial, learn effective strategies and tactics for addressing the real root-causes behind prospect inaction and foot-dragging.



### Driving Strategic Decisions with Sales Analytics

In this express guide, you'll learn how to look at sales performance in a different way, use sales analytics to answer much more powerful questions; and identify your company's real strategic "sweet spot" in the marketplace.



### Assessing Core Sales Skills in the Hiring Process

Relying on first-impressions, intuition, and gut-feel is just too risky when hiring salespeople today. This guide explores new options for infusing more objectivity and science into the process of finding good salespeople.

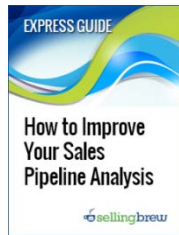


### Designing Sales Comp Plans That Actually Work

For driving behavior, your comp plan is one of the most powerful tools available. But incentives can have disastrous unintended consequences. In this guide, learn about 4 pitfalls to avoid and 10 things to consider when designing your comp plan.

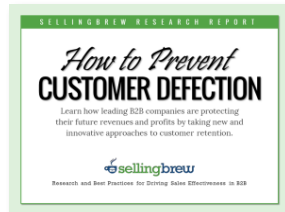


## Even More Resources from the Playbook's On-Demand Library:



### How to Improve Your Sales Pipeline Analysis

Pipeline analytics is great for reporting on current performance, but it can do so much more. This guide outlines 12 strategies for improving deal probability, velocity and value across every salesperson in your sales operation.



### How to Prevent Customer Defection

In this SellingBrew research report, learn how leading B2B companies are protecting their future revenues and profits with innovations in customer retention and defection detection.



### How to Develop Real Competitive "Kill Sheets"

Most so-called kill sheets are nothing more than glorified competitive profiles. In this concise tutorial, learn how to develop real, strategic competitive kill sheets that highlight the competitive differences that actually matter to prospects.



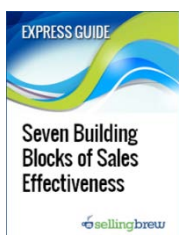
### Closing the Gap on Growing Existing Customers

Our research into leading sales operations shows that for most B2B companies, selling more to their current customers is a top priority. However, this research also exposes a mission-critical capability that most groups are admittedly lacking.



### Competitive Insights for More Strategic Selling

For strategic selling, playing against your competitors' features, functions, and price-points isn't enough. This video guide explains how to win more often by gaining a much deeper understanding of your competitors.



### The Seven Building Blocks of Sales Effectiveness

In sales, it can be challenging to know where to focus your attention and resources. This express guide provides a framework of the seven areas where improvements have the most impact on close rates, cycle times, deal sizes, and margins.



### Five Signs You're Missing Sales Opportunities

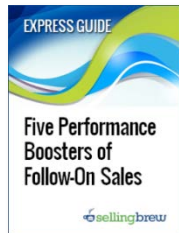
Many B2B companies are leaving a full two-thirds of their prospective sales opportunities on the table. Use this simple self-assessment by Dan McDade to figure-out if you're really getting everything you should.

## And Still More Resources from the Playbook's On-Demand Library:



### Arming Your Sales Team to Protect Value

The balance of power in quoting and negotiations has shifted in the buyers' favor. In this report, we highlight seven approaches companies are using to help salespeople protect value and margins against today's savvy buyers.



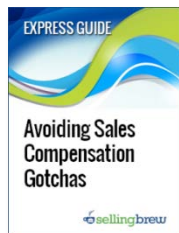
### Five Performance Boosters of Follow-On Sales

While customer acquisition is certainly important, it might not be the best place to focus if you want to see dramatic improvements in sales performance. Learn how a shift in focus can increase close-rates, shorten sales-cycles, and improve margins.



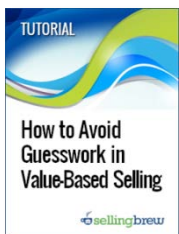
### Four Ways to Get More Out of Sales Analytics

Contrary to the hype, analytical toolsets don't provide big benefits right out-of-the-box. This video guide reveals powerful strategies for producing more meaningful results from your sales analytics efforts and investments.



### How to Avoid Sales Compensation "Gotchas"

No variable compensation approach is ever going to be perfect, but you stand a much better chance if you're aware of the potential hurdles. This guide exposes the problems with various compensation schemes and explores potential solutions.



### How to Avoid Guesswork in Value-Based Selling

Scratch the surface of many value-based sales and pricing initiatives today and you'll find a whole lot of guesswork. In this tutorial, learn the two step process for making your value-based efforts more accurate and effective.



### Identifying Three Types of Customer Defection

In B2B, customer retention is an existential issue. This video guide shows how to use analytics to identify the early signs of three types of customer defection and how to take action before it's too late to turn it around.



### Seven Signs Your Sales Team Needs Better Guidance

How do you know if the data-driven guidance you're providing to your sales team is as good as it could be...and as good as it really needs to be? In this diagnostic, learn about seven tell-tale signs that your guidance may not be up to par.

# Tap Into Our Researchers & Analysts for Insights on Your Sales Ops Challenges...

As sales operations problems present themselves, wouldn't it be great to get some outside perspectives? Wouldn't it be nice to have a "sounding board" you could leverage? And wouldn't it be fantastic to hear what other practitioners have done in similar situations?

Through our Sales Ops Help Desk, you can access our team of "former practitioners turned analysts and researchers" who are wading neck-deep in the topic of sales operations and engaging with practitioners and consultants on a daily basis.



*"We're just starting a Sales Ops department and looking forward to the guidance that the SellingBrew Playbook provides."*

By just filling out a simple form on the subscriber website, you can get our team's unvarnished perspectives and unbiased advice on your specific issues and challenges via email. And of course, all questions are handled privately and confidentially.

To have a sales consultant on retainer would cost thousands of dollars per year. But we include the Help Desk service as another benefit of a SellingBrew Playbook subscription. No additional fees. No "per inquiry" charges. No consulting retainers.

## A Sampling of the Subscriber Questions Our Team Has Addressed:

- ❓ What are the most important sales metrics that others in my industry are tracking right now?
- ❓ How can we identify the specific "tweaks" we should be making in the various stages of our sales funnel?
- ❓ How have others been successful at getting additional budget approved for sales software and training?
- ❓ Do you have a consultant you can recommend to help as we look to retrain our sales team to sell on value?
- ❓ We're setting sales targets for next year. Is it possible to identify and track the customer spend we *aren't* getting?
- ❓ Can you point us in the right direction for sales tools that can help us develop more prescriptive account plans?



## More Subscriber Questions We've Helped Answer:

- ❓ What are the departmental growth paths that you're seeing other building products sales ops groups taking?
- ❓ How do we determine the cost of a fully loaded sales headcount and figure out what their sales yield needs to be?
- ❓ Should the Sales Ops function be combined with Marketing Operations? Is this a common thing to do?
- ❓ What if our whole sales analytics initiative is built around giving end-users the ability to slice-and-dice data for themselves?
- ❓ Where should the Sales Operations function report to, or report up through? Is the obvious answer the only answer?
- ❓ I'm getting tired of policing my sales team and playing "bad cop" on every deal. Any tips for changing the dynamic?
- ❓ What are the advantages and disadvantages of centralizing Sales Ops versus distributing the function by business unit?
- ❓ How does sales cycle-time affect overall results? Aren't the dollars the same, no matter when we actually get those dollars?
- ❓ How are sales operations actually using predictive analytics technologies? What are the most common applications?
- ❓ What's a typical ratio of Sales Operations headcount to Sales headcount? Is there a formula or rule of thumb we can use?
- ❓ How can we get more control over our salespeople's Travel & Entertainment expenses without playing "Mother May I"?
- ❓ By tightening-up our prospect targeting criteria, aren't we shrinking our sales potential pretty significantly?
- ❓ We track close-rates by sales rep, but they always brush-off the massive variances as being "mix related". Any suggestions?
- ❓ Instead of leaving it to Marketing, we'd like to "own" the marketing automation system. Any advice or suggestions?

# Your Subscription Includes Dozens of Interviews with Sales Ops Veterans...

Through our Expert Interview Series, you'll hear directly from people who've "been there, done that." You'll hear war stories from the people on the front lines and in the trenches. You'll learn about emerging best practices, the latest trends in sales ops, and where things are headed next.

And best of all, because these interviews are largely unscripted and somewhat raw, you'll hear the unvarnished truth about what's worked well, what's failed miserably, what you can expect, and what you should watch out for along the way.



*"What a great resource to interview! He was obviously knowledgeable and there was so much insight to be gained from listening to him."*

As SellingBrew Playbook subscribers, you and your team will gain immediate access to the more than 25 hours of expert interviews we've already conducted, as well as all of the new expert interviews we're adding every month.

It's impossible to say how much a big mistake might ultimately cost your company. Or how much a big misstep might negatively impact your team's credibility. But by learning from those who've already been down the path, you never have to find out.

## A Sampling of Expert Interviews in the SellingBrew Playbook:



### The Rise of Revenue Operations

Three thought leaders from the Alexander Group join us for a discussion on the drivers and dynamics behind the growth of Revenue Operations functions and how they compare to traditional Sales Ops groups.



### Overcoming the New Realities in B2B Sales

Since the advent of the Internet, the B2B buying process has been changing dramatically. Tom Searcy discusses how sales leaders can deal with today's realities and prepare their organizations for tomorrow.



### Learn a Better Way to Manage by the Metrics

In this interview, Jason Jordan, author of *Cracking the Sales Management Code*, discusses his research into sales measurement and shines a light on which sales metrics can actually be managed...and which cannot.

## More Expert Interviews You'll Be Able to Access in the Playbook:



### Closing the Skills Gap in Sales Negotiations

In this Expert Interview, Jason Levinson discusses the latest methods and innovations in negotiation training for salespeople. Closing the negotiation skills gap is not as hard as you might think!



### Being Fearless When Selling to Procurement

Even the most seasoned sales professionals can be fearful of procurement. In this recorded and transcribed interview with author Chris Provines, we take an inside look at the goals and tactics of today's purchasing people.



### How to Get Geared Up for Growth...for Real

In this informative interview, sales effectiveness expert Michael Perla discusses a number of crucial strategic considerations that are often overlooked by sales operations in their tactical pursuit of growth.



### Where You, Too, Can Find 36% More Revenue

New research shows that even the best-run companies have huge pockets of revenue and profit they just can't see. In this interview, we discuss what leading companies are doing to capture these "hidden" opportunities.



### The Big Deal About "Modern" Sales Playbooks

A lot of groups are trying to determine whether they should be using sales playbooks. And if so, how should they proceed? Christopher Faust helps cut through the confusion and provides guidance on topic.



### Fooling Yourself About Customer Retention

In this Expert Interview, Rick Reynolds of AskForensics discusses their latest research and reveals a number of effective strategies for maintaining strong customer relationships and retaining your most valuable accounts.



### A Better Approach to Incentivizing Sales Behaviors

In this Expert Interview with Giles House, we discuss how companies are moving beyond just managing their incentive plans more efficiently and are now seeking to use their data to design more effective comp plans.



## More Expert Interviews You'll Be Able to Access in the Playbook:



### How Are Others Navigating Through This Crisis?

In this insightful and timely conversation, Matt Greenstein of Alexander Group helps us better understand what other sales operations are doing right now and how we can best prepare for the future.



### How to Tackle Increasing Trade Tariffs

In this insightful conversation, Sean Arnold helps us navigate through the issues and understand our options when addressing the latest addition to our growing list of challenges: increasing trade tariffs.



### Creating More Powerful Sales Proposals

Delivering a proposal is often the final "yes/no" step that every other sales activity is leading up to. We spoke with Reuben Swartz of Mimiran about how to create sales proposals that win more business at higher margins.



### Fixing the Real Causes of Rogue Salespeople

It's all too easy to observe rampant discounting in the field and conclude that "rogue" salespeople are the source of the problem. In this interview with Paul Hunt, he exposes the real problems behind these behaviors.



### How to Make Insight-Based Selling Actually Work

Leveraging customer and industry insights in the selling process is a hot topic these days. In this recorded interview, John Thackston reveals what it really takes to turn insight-based selling into an operational capability.



### Exploring Four Different Types of Buyers

In Expert Interview with Nelson Hyde you'll learn about the four primary types of buyers your team will encounter in the field---what motivates them, how to identify them, and how to deal with them effectively.



### A Better Mindset for Driving Customer Success

In this timely conversation, Sean Ryan of Alexander Group discusses how leading companies are driving significant improvements by adopting a broader and more holistic approach to customer success.

## More Expert Interviews You'll Be Able to Access in the Playbook:



### Trade Secrets of Effective Lead Generation

There are many common pitfalls that companies run into with their lead generation programs. In this interview Dan McDade exposes why B2B lead generation is broken and reveals what you can do to fix it.



### The Right Way to Manage and Enable Change

How do you encourage and manage organizational change when the deck is stacked against you? In this in-depth interview, Scott McAllister and Suraj Mohandas expose the essential steps that are required to get it right.



### Exploring the Principles of Sales Process Excellence

There's a difference between just "trying to improve" in general and using a fact-based method for driving systemic improvements. Michael Webb discusses applying the principles of process improvement to B2B sales.



### How Marketing Automation Is Changing Sales

In this interview with Debbie Qaqish, we explore why and how marketing automation tools are becoming so popular in B2B and what the long-term implications are for sales operations groups and sales teams.



### Lowering the Cost of Customer Churn in B2B

It's not uncommon for 30-50% of a company's customer base to be in some stage of defection. Javier Aldrete discusses some new approaches for recovering the revenue they're losing to customer defection and churn.



### How to Get Salespeople to Sell on Value

Most B2B sales teams talk a good game about value selling. But are they taking the right steps to make value selling a reality? Julie Thomas talks about what it really takes to sell on value and generate significant results.



### Inside a Sales Operations Group On a Mission

Scott Kolar, the VP of Sales Operations at LexisNexis Risk Solutions, gives us an inside look into how his team is structured, their responsibilities and priorities, and their contributions to the company's performance.

# Our Newsletter Provides a Weekly Dose of Sales Ops Education and Motivation

With dozens of different things competing for your team's time and attention, how do you ensure that everyone has the opportunity to learn and grow over time? And how do you expose them to crucial concepts and important ideas without it being too overwhelming?

In addition to alerting you to new Playbook resources and upcoming subscriber-only training courses, our weekly email newsletter also provides your team a steady "drip" of timely insights, informative articles, and bite-sized morsels of education, training, and even inspiration.



## A Sampling of Articles Published in Our Weekly eNewsletter:



### **Giving Salespeople More Time to Sell Is BS**

If I hear one more pundit talking about how the primary mission of a Sales Operations function should be to "give salespeople more time to sell", I'm going to rip out what little hair I have left. Here's why...



### **When Sales Compensation Goes Horribly Wrong**

What can a chief executive testifying in a congressional hearing teach us about developing a sales compensation plan? Turns out, he can teach us a lot about what happens when you skip a crucial step...



### **The Right Way to Call Your Customer's Bluff**

How can your salespeople identify and respond to those customers who say they need a lower price...but are actually bluffing?



### **The 7-Part Recipe for a Successful Sales Operation**

If your Sales Operations team focuses on these seven key areas, you have a much better chance of achieving long-term success.



### **3 Ways Sales Operations Can Improve Productivity**

Most sales operations are focused on improving the productivity and efficiency of the sales team. These three strategies can help do just that.



### **The Wrong Way To Structure Inside Sales**

The concept of the Inside Sales group as a "training ground" has been around for a very long time. And it's still embraced by many sales operations to this day. But there's a fatal flaw in this outdated notion...



## More Articles Published in Our Weekly eNewsletter:



### Stop Tracking Pointless Sales Metrics

Are you measuring what sales management wants you to track? Or are you measuring what they really *need* you to track? The distinction makes a huge difference...



### 5 Criteria for "Exceptional" Sales Ops Teams

In researching the traits and characteristics that contribute to sales ops success, we used five criteria to separate the truly "exceptional" sales ops teams from all the rest. How many of these criteria does your team meet?



### Why Sales Operations Doesn't Get Credit

Management often attributes performance improvements to anything other than Sales Ops' efforts...changing market conditions, heroic sales efforts, celestial alignments. Here's how to deal with this common dynamic...



### The Reason Predictive Sales Analytics Is So Frustrating

It should help sales improve performance, right? But why is our Editor in Chief getting more and more frustrated with predictive sales analytics?



### The Damaging Wake Poor Salespeople Can Leave

A bad hire can have lasting—and expensive—company-wide consequences, from low morale to a weakened competitive position. Here's how to avoid bad hires...



### The Right Ratio of Sales Ops People to Salespeople

How big should your sales ops team be in relation to the sales team? And what's the best way to structure the sales ops organization? Here's what the research shows...



### How "FUD" Can Actually Hurt Salespeople's Chances

When selling against the competition, some strategists recommend creating "fear, uncertainty and doubt" about those competing solutions. But all too often, you might not get what you expect. See how it can backfire...



### So What Makes a Great Sales Analyst?

If you're looking to hire a new sales analyst or you're an analyst looking to improve your skills, there are a few crucial traits and abilities you should focus on.



### Understanding the 4 Different Types of Sales Training

Is your sales training program missing something? If you don't know what the four types of sales training are...and where each is appropriate...the answer is probably yes.



### 3 Realities of a Career in Sales Operations

There's never been a better time to be a Sales Operations professional. But if you really want to capitalize on the "rising tide" you'll need to acknowledge certain realities associated with a career in Sales Ops.

## More Articles Published in Our Weekly eNewsletter:



### **Why a Sales Ops Center of Excellence is So Different**

More and more sales operations are turning to the Center of Excellence model. There are 12 key points of difference and this one might be the most important...



### **The Sales Operations Metrics Manifesto**

Knowing the right sales metrics and measures can be tricky, so we put together a Sales Metrics Manifesto to capture the best practices from our research.



### **Why Sales Ops Shouldn't Just Do What They're Told**

There are three big reasons Sales Ops groups should resist the urge to just do as they're told and let others define their role, set their direction, and establish the scope of their participation and contribution.



### **You Can't Hire "Ready Made" Sales Ops People**

Many Sales Ops leaders are finally getting the thumbs-up on their plans to hire additional headcount and expand their teams. So what's it like out there? What can they expect? And what should they be planning for?



### **Where to Find Better Sales Opportunities**

What if you could find a bunch of sales opportunities where your close rates would be 77% higher and your sales cycles would be 51% shorter? Learn where you can find them...



### **3 Things Leading Sales Ops Teams Refuse To Do**

Learning to emulate what leading sales operations teams are doing right is clearly an important and valuable endeavor. That said, paying close attention to what leading teams refuse to do can also be very enlightening.



### **The 5 Sales Reports That Management Cares About**

Do people's eyes glaze over when they read your sales reports. It's up to you to make changes that will make your reporting more relevant.



### **Should You Throw Competitors Under the Bus?**

Some have no problem at all with calling-out specific competitors by name. Others want to avoid any and all discussion of the various competitive alternatives. See who's right...



### **Helping Sales Reps Doesn't Help Sales Ops**

While you might be spending a lot of time helping individual sales reps with the issues or problems of the day, you have to recognize that this is not a strategic endeavor. So, what should you be doing instead?



### **Three Horrible Excuses from Sales Teams**

If a salesperson isn't getting the job done, he or she is going to look for someone or something else to blame. Find out how to put a stop to this blame-shifting for good.

# Some Frequently Asked Questions...

## **Where does the content in the Playbook come from? Who's creating it?**

Through interviews, questionnaires, and other research techniques, our in-house team gathers, curates, and publishes proven sales ops practices and lessons learned from leading practitioners and industry experts all over the globe. While we occasionally publish articles and guides submitted by others, 95%+ of the Playbook's content is produced by our in-house team of former practitioners.

## **Is the Playbook's content and research specific to any particular industry?**

The SellingBrew Playbook is squarely-focused on the dynamics and challenges that are unique to building an effective and efficient capability for "selling at scale". As such, our content and research is relevant and applicable to nearly any company with a sales team, regardless of industry.

## **Who else is subscribed to the SellingBrew Playbook?**

While it's our policy to not share specifics about individual subscribers or companies, we can say that SellingBrew currently reaches more than 46,000 people, representing more than 6,200 sales operations, from 100+ countries around the world, spanning more than 19 different industry verticals.

## **What drives other companies to subscribe to the Playbook?**

Given the dearth of truly relevant information available, many subscribers express relief to have finally found a resource that exposes what's really working, what's not, and how others have successfully dealt with similar sales ops challenges. Another common thread is that our subscribers are individuals and teams looking to improve. Many are seeking to improve their personal situations and boost their careers. Some are just getting started in sales ops and want to hit the ground running. Many are looking to take their team to the next level and generate more significant results for their companies. And still others simply want to stay abreast of the latest practices to avoid falling behind.

## **How does the Playbook compare to the other options we might consider?**

The SellingBrew Playbook is the only publication of its kind, focused exclusively on sales ops. There's nothing else like it. Considering on-site training or far-flung conferences? You'll easily spend 20X more, for a fraction of the relevant content and insight in the Playbook---all available on-demand, 24x7.

## **What kind of payback can we expect from our Playbook subscription?**

With any type of information or education, the payback comes from putting what you've learned into practice. As such, the results and benefits being reported by Playbook subscribers are as varied as the subscribers themselves---from earning career promotions to generating big revenue and profitability gains. With the leverage inherent to sales ops, it's easy to see how the application of a single insight gleaned from the Playbook could be worth many times the price of admission.

## **Can our Playbook subscription grow over time as we expand our team?**

Absolutely. It's not uncommon for companies to get started with a subscription for 3 or 4 "core" team members, adding additional users as they're identified or hired. Through the member website, we've made it easy to add additional users to your annual subscription at any time for just \$125 each.

## **How much advertising does the SellingBrew Playbook accept or contain?**

While most publications exist to sell eyeballs to advertisers, our business is all about providing unbiased insights, perspectives, and research to sales operations practitioners. Therefore, we do not allow third-party advertising in the SellingBrew Playbook beyond our Provider and Event Directories.

## **If we subscribe to the Playbook today, will our rates increase over time?**

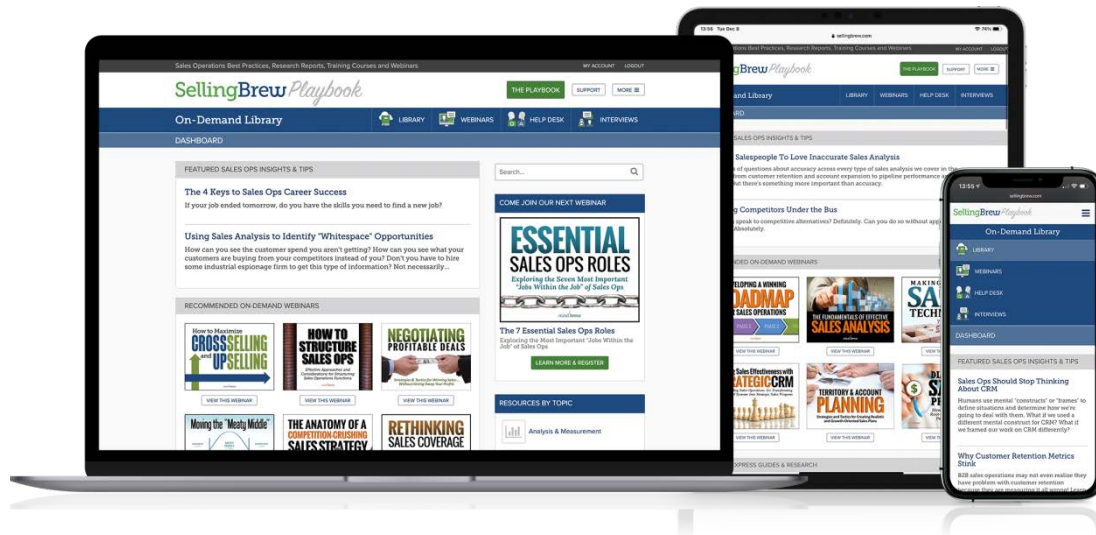
While subscription prices for the Playbook have increased a number of times over the years, we have a strict policy of renewing existing subscribers at their initial rate. By subscribing today, your rates will never increase for as long as you remain a subscriber in good standing.

# We Don't Ask for Testimonials...But the Positive Comments Keep Coming In

- “ We're just starting a Sales Ops department and looking forward to the guidance that the SellingBrew Playbook provides.
- “ I have really enjoyed and got a lot from the tutorials I have watched and found them very useful.
- “ What a great resource to interview! He was obviously knowledgeable and there was so much insight to be gained from listening to him.
- “ This information is exactly what I was looking for.
- “ The resources in the SellingBrew Playbook are so informative and definitely worth the investment.
- “ Thanks for the session yesterday. I love the diagnostic technique you mentioned and will be using it with my sales managers.
- “ My company is working on a group subscription as we like your publication very much!
- “ The SellingBrew research team does great work. Keep it up!
- “ I'm excited to start using the SellingBrew Playbook to contribute to my company's growth...as well as my own.
- “ This is beautifully done. There's definitely been a need for this.
- “ I'm really impressed—in particular, how all of the materials are categorized so you can find content so easily.
- “ We are extremely excited about how your publication will benefit our team as we move forward.
- “ Amazing content on the site; it has already been a great help.



# You Can't Afford to Fall Behind. Give Your Whole Team Access to the SellingBrew Playbook Today!



For a fraction of the cost of traditional onsite workshops, you can give your entire team on-demand access to this ever-expanding arsenal of proven practices, relevant research, real-world strategies, and expert insights for building more effective sales operations in B2B.

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