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

Max Altschuler

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Stay ahead of the sales evolution with a more efficient approach to everything

Hacking Sales helps you transform your sales process using the next generation of tools, tactics and strategies. Author Max Altschuler has dedicated his business to helping companies build modern, efficient, high tech sales processes that generate more revenue while using fewer resources. In this book, he shows you the most effective changes you can make, starting today, to evolve your sales and continually raise the bar. You'll walk through the entire sales process from start to finish, learning critical hacks every step of the way. Find and capture your lowest-hanging fruit at the top of the funnel, build massive lead lists using ICP and TAM, utilize multiple prospecting strategies, perfect your follow-ups, nurture leads, outsource where advantageous, and much more. Build, refine, and enhance your pipeline over time, close deals faster, and use the right tools for the job—this book is your roadmap to fast and efficient revenue growth.

Without a reliable process, you're disjointed, disorganized, and ultimately, underperforming. Whether you're building a sales process from scratch or looking to become your company's rock star, this book shows you how to make it happen.

• Identify your Ideal Customer and your Total Addressable Market
• Build massive lead lists and properly target your campaigns
• Learn effective hacks for messaging and social media outreach

• Overcome customer objections before they happen

The economy is evolving, the customer is evolving, and sales itself is evolving. Forty percent of the Fortune 500 from the year 2000 were absent from the Fortune 500 in the year 2015, precisely because they failed to evolve. Today's sales environment is very much a "keep up or get left behind" paradigm, but you need to do better to excel. *Hacking Sales* shows you how to get *ahead* of everyone else with focused effort and the most effective approach to modern sales.

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Dan Williams:

As people who live in the particular modest era should be change about what going on or info even knowledge to make these people keep up with the era which is always change and make progress. Some of you maybe can update themselves by reading books. It is a good choice to suit your needs but the problems coming to you is you don't know which one you should start with. This Hacking Sales: The Playbook for Building a High-Velocity Sales Machine is our recommendation to cause you to keep up with the world. Why, as this book serves what you want and need in this era.

Patrice Gasaway:

People live in this new day of lifestyle always aim to and must have the spare time or they will get great deal of stress from both everyday life and work. So , when we ask do people have extra time, we will say absolutely indeed. People is human not really a huge robot. Then we request again, what kind of activity are there when the spare time coming to a person of course your answer will probably unlimited right. Then do you ever try this one, reading ebooks. It can be your alternative with spending your spare time, the actual book you have read is actually Hacking Sales: The Playbook for Building a High-Velocity Sales Machine.

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