

SellingBrew
Playbook



**Sales Operations
Research & Training
CATALOG**

A Better Way to Stay Ahead...



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SellingBrew



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.

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 interactive, online portal filled with concise training materials and timely research, 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 more 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!



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 Webinars

Conducted by our in-house analysts and free of any sales pitches, you can attend these regular training webinars live, and/or view all past webinar 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 Webinars 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 webinars and workshops, all focused on the most important aspects of running an effective sales operation.

And each of our training webinars is a full 60 minutes 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 webinar 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 webinar on a topic requested by the community. Your team can attend and participate in these sessions live, or access the recordings in the on-demand archive a few days later.

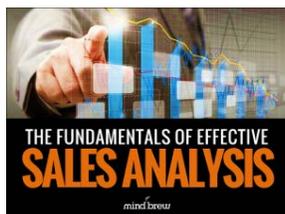
Purchased separately, the Webinar Series alone would cost at least \$5000. But with a SellingBrew Playbook subscription, you can get it all...all of the recorded webinars and all of the next year's new webinars...at a price your entire team can afford.

A Sampling of On-Demand Training Webinars 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 webinar, we explore the traits and mindsets of successful Sales Operations groups.



The Fundamentals of Effective Sales Analysis

In this webinar, 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 basic analysis example 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 recorded webinar explores the key decisions and steps for developing an effective Sales Ops Center of Excellence.

More On-Demand Training Webinars in the SellingBrew Playbook:



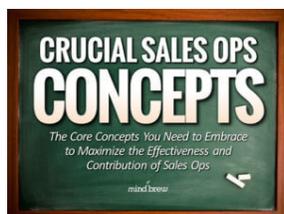
Building a Data-Driven Sales Operation

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



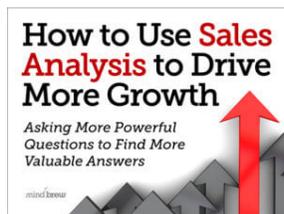
Measuring the Financial Impact of Sales Ops

How do you show what you're getting from your investments in sales ops? In this on-demand webinar, 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.



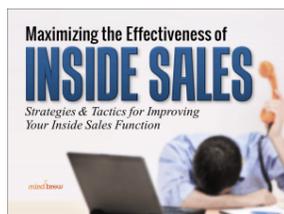
How to Use Sales Analysis to Drive More Growth

While tactical sales reporting is certainly worthwhile, this on-demand webinar 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 webinar, 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 Webinars 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 webinar, 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 webinar reveals the steps leading sales ops teams are taking to transform themselves into a much more proactive and strategic business function.



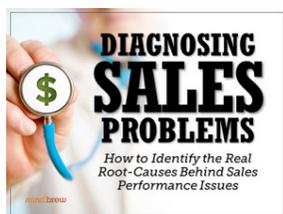
How to Demonstrate the Value of Sales Ops

Sales Ops often struggles to secure necessary resources and investment. In this on-demand webinar, learn about quantifying and communicating 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 webinar, learn how to identify and correct the real root causes behind sales performance issues.

Even More On-Demand Training Webinars in the Playbook:



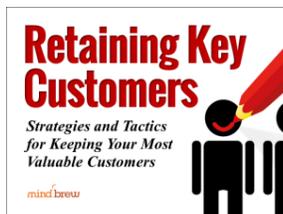
How to Negotiate More Profitable Deals

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 webinar, 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 webinar, 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 webinar, 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.

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 portal, 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?

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?

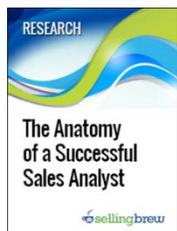
It's hard to say for sure. But it's pretty easy to see how just one effective strategy gleaned from a tutorial...or one proven tactic picked up from an express guide...or a single big mistake avoided by reading a case study...could make or save your company tens of thousands of dollars...and likely a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

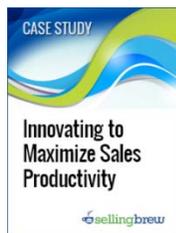
How do you make CRM dashboards an effective tool reps will utilize long after the "shininess" has worn off? This Express Guide details ten strategies and tactics we've gleaned through our research with leading B2B sales operations and sales experts.

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



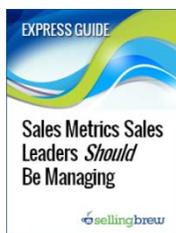
How to Develop Prescriptive Account Plans

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.



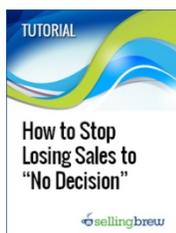
Innovating to Maximize Sales Productivity

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.



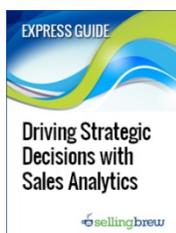
The Metrics Sales Leaders Should Be Managing

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.



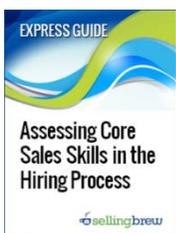
How to Stop Losing Sales to "No Decision"

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.



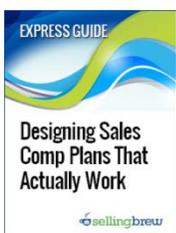
Driving Strategic Decisions with Sales Analytics

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

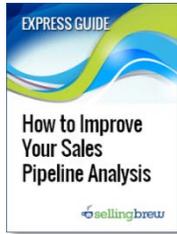
Relying on first-impressions, intuition, and gut-feel is just too risky when hiring salespeople today. This guide explores new options for infusing more objectivity and science into the process of finding good salespeople.



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.



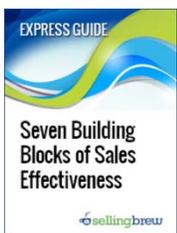
Closing the Gap on Growing Existing Customers

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

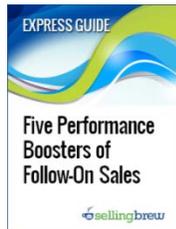
Many B2B companies are leaving a full two-thirds of their prospective sales opportunities on the table. Use this simple self-assessment by Dan McDade to figure-out if you're really getting everything you should.

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.



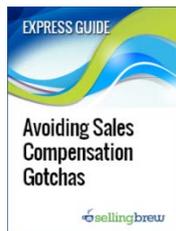
Five Performance Boosters of Follow-On Sales

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.



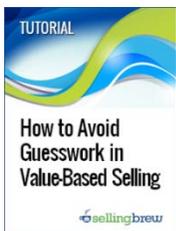
Four Ways to Get More Out of Sales Analytics

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.

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:



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.



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.



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.

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.



Digging for Gold by Analyzing Wins and Losses

How many companies really understand why they lose deals...or why they win? In this expert interview, Rick Reynolds of AskForensics discusses lessons learned from win/loss analysis of nearly \$12 billion worth of sales.



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.



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 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.



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.



Sales Analysis That Actually Makes a Difference

Dev Tandon talks about how and why leading companies are looking at sales and business analytics differently. He also discusses some of the most powerful sales analyses companies are using to drive clarity and results.

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 23,000 people, representing more than 4700 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 online portal, we've made it easy to add additional users to your annual subscription at any time for just \$125 each.

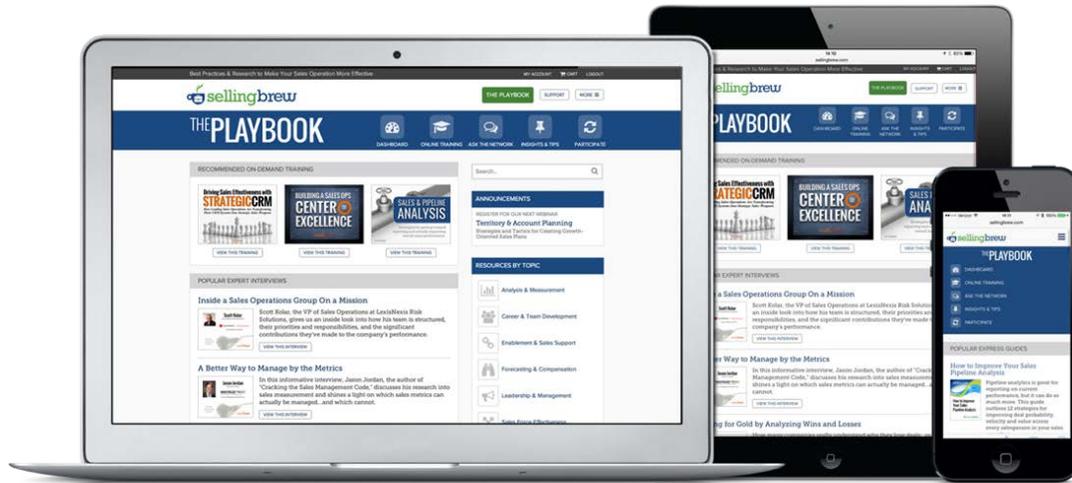
How much advertising does the SellingBrew Playbook accept or contain?

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.

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