

# Building Business Acumen And Business Iq Sales Training

Business Acumen for Strategic Communicators  
 Global Business Driven HR Transformation: The Journey Continues (Print Edition)  
 Win Your Case  
 Confronting Reality  
 Making an Impact in Small Business HR  
 Managing in a VUCA World  
 Red Thread Thinking: Weaving Together Connections for Brilliant Ideas and Profitable Innovation  
 Insights and Advice from the C-Suite of Leading Brands  
 Creating a Business That Can Thrive Without You  
 Business Made Simple  
 A Step-By-step Guide To Mastering The Skills Taught In America's Top Business Schools  
 Built, Not Born  
 Doing What Matters to Get Things Right  
 The Future of Leadership Development  
 How Top Performers Accelerate the Sales Process and Close More Deals  
 The Only Sensible Way to Run a Company  
 Traction  
 Business for Communicators  
 What the CEO Wants You to Know  
 Deepening Your Talent Pool to Solve the Succession Crisis  
 Selling to Hospitals and Healthcare Organizations  
 The Power of People  
 Four Urgent Global Crises and Their Strategic Solutions  
 How Your Company Really Works  
 Finding Your Place in the New Economy  
 60 Days to Master Leadership, Sales, Marketing, Execution and More  
 Adapting in Motion  
 Business Acumen to Build Your Credibility, Career, and Company  
 Building Business Acumen for Trainers  
 Using Data, Technology, and Inbound Selling to go from \$0 to \$100 Million  
 The Great Game of Business  
 A Report Prepared for the U.S. Department of Defense in Compliance with Section 843(c) of the Fiscal Year 2018 National Defense Authorization Act  
 How to Deliver Great Customer Experiences at Scale  
 Critical Selling  
 How to Navigate Clueless Colleagues, Lunch-Stealing Bosses, and the Rest of Your Life at Work  
 Skills to Empower the Learning Function  
 A Glossary of Business Acumen and Personnel  
 Essential Business Skills for Social Work Managers  
 Ten-day MBA, The, Rev.

*Building Business Acumen And Business Iq Sales Training*

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## CONRAD JILLIAN

*Business Acumen for Strategic Communicators* Penguin

The most successful communication professionals today are no longer just communication experts. They are also masters of business. To serve as trusted advisors to the C-suite and to collaborate across the enterprise means having a strong grounding in business acumen. Mastering Business provides strategic communications and public relations students and professionals with expert insights and advice into the various major business functions and departments from an assemblage of top strategic communication leaders representing some of the world's leading brands. In a collection of more than 20 essays from current and former Chief Communications Officers (CCOs), the authors show us the business areas that communicators help convene, integrate and translate across their enterprises and to external stakeholders. Each essay features a Career Spotlight by the CCO and a C-suite View response from a colleague and business leader, including top CEOs, presidents and CFOs. Collectively, this book provides readers with a rare view of the leadership roles played by top strategic communicators inside some of the most well-known brands and organizations.

*Global Business Driven HR Transformation: The Journey Continues (Print Edition)* Harvard Business Press

Do you have a grip on your business, or does your business have a grip on you? All entrepreneurs and business leaders face similar frustrations—personnel conflict, profit woes, and inadequate growth. Decisions never seem to get made, or, once made, fail to be properly implemented. But there is a solution. It's not complicated or theoretical. The Entrepreneurial Operating System® is a practical method for achieving the business success you have always envisioned. More than 80,000 companies have discovered what EOS can do. In Traction, you'll learn the secrets of strengthening the six key components of your business. You'll discover simple yet powerful ways to run your company that will give you and your leadership team more focus, more growth, and more enjoyment. Successful companies are applying Traction every day to run profitable, frustration-free businesses—and you can too. For an illustrative, real-world lesson on how to apply Traction to your business, check out its companion book, *Get A Grip*.

*Win Your Case* FT Press

BUSINESS STRATEGY. "The 4 Disciplines of Execution" offers the what but also how effective execution is achieved. They share numerous examples of companies that have done just that, not once, but over and over again. This is a book that every leader should read! (Clayton Christensen, Professor, Harvard Business School, and author of "The Innovator's Dilemma.") Do you remember the last major initiative you watched die in your organization? Did it go down with a loud crash? Or was it slowly and quietly suffocated by other competing priorities? By the time it finally disappeared, it's likely no one even noticed. What happened? The whirlwind of urgent activity required to keep things running day-to-day devoured all the time and energy you needed to invest in executing your strategy for tomorrow. "The 4 Disciplines of Execution" can change all that forever.

**Confronting Reality** Routledge

The USA Today bestseller by the star sales speaker and author of The Sales Blog that reveals how all salespeople can attain huge sales success through strategies backed by extensive research and experience. Anthony Iannarino never set out to become a salesman, let alone a sales manager, speaker, coach, or writer of the most prominent blog about the art and science of great selling. He fell into his profession by accident, as a day job while pursuing rock-and-roll stardom. Once he realized he'd never become the next Mick Jagger, Iannarino turned his focus to a question that's been debated for at least a century: Why are a small number of salespeople in any field hugely successful, while the rest get mediocre results at best? The answer is simple: it's not about the

market, the product, or the competition—it's all about the seller. And consequently, any salesperson can sell more and better, all the time. Over twenty-five years, Iannarino has boiled down everything he's learned and tested into one convenient book that explains what all successful sellers, regardless of industry or organization, share: a mind-set of powerful beliefs and a skill-set of key actions, including...

- Self-discipline: How to keep your commitments to yourself and others.
- Accountability: How to own the outcomes you sell.
- Competitiveness: How to embrace competition rather than let it intimidate you.
- Resourcefulness: How to blend your imagination, experience, and knowledge into unique solutions.
- Storytelling: How to create deeper relationships by presenting a story in which the client is the hero and you're their guide.
- Diagnosing: How to look below the surface to figure out someone else's real challenges and needs. Once you learn Iannarino's core strategies, picking up the specific tactics for your product and customers will be that much easier. Whether you sell to big companies, small companies, or individual consumers, this is the book you'll turn to again and again for proven wisdom, strategies, and tips that really work.

*Making an Impact in Small Business HR* Springer

"Shows how humans have brought us to the brink and how humanity can find solutions. I urge people to read with humility and the daring to act." —Harpal Singh, former Chair, Save the Children, India, and former Vice Chair, Save the Children International In conversations with people all over the world, from government officials and business leaders to taxi drivers and schoolteachers, Blair Sheppard, global leader for strategy and leadership at PwC, discovered they all had surprisingly similar concerns. In this prescient and pragmatic book, he and his team sum up these concerns in what they call the ADAPT framework: Asymmetry of wealth; Disruption wrought by the unexpected and often problematic consequences of technology; Age disparities--stresses caused by very young or very old populations in developed and emerging countries; Polarization as a symptom of the breakdown in global and national consensus; and loss of Trust in the institutions that underpin and stabilize society. These concerns are in turn precipitating four crises: a crisis of prosperity, a crisis of technology, a crisis of institutional legitimacy, and a crisis of leadership. Sheppard and his team analyze the complex roots of these crises--but they also offer solutions, albeit often seemingly counterintuitive ones. For example, in an era of globalization, we need to place a much greater emphasis on developing self-sustaining local economies. And as technology permeates our lives, we need computer scientists and engineers conversant with sociology and psychology and poets who can code. The authors argue persuasively that we have only a decade to make headway on these problems. But if we tackle them now, thoughtfully, imaginatively, creatively, and energetically, in ten years we could be looking at a dawn instead of darkness.

*Managing in a VUCA World* Greenleaf Book Group

Is this blue book more valuable than a business degree? Most people enter their professional careers not understanding how to grow a business. At times, this makes them feel lost, or worse, like a fraud pretending to know what they're doing. It's hard to be successful without a clear understanding of how business works. These 60 daily readings are crucial for any professional or business owner who wants to take their career to the next level. New York Times and Wall Street Journal bestselling author, Donald Miller knows that business is more than just a good idea made profitable - it's a system of unspoken rules, rarely taught by MBA schools. If you are attempting to profitably grow your business or career, you need elite business knowledge—knowledge that creates tangible value. Even if you had the time, access, or money to attend a Top 20 business school, you would still be missing the practical knowledge that propels the best and brightest forward. However, there is another way to achieve this insider skill development, which can both drastically improve your career earnings and the satisfaction of achieving your goals. Donald Miller learned how to rise to the top using the principles he shares in this book. He wrote *Business Made Simple* to teach others what it takes to grow your career and create a company that is healthy and profitable. These short, daily entries and accompanying videos will add enormous value to your business and the organization

you work for. In this sixty-day guide, readers will be introduced to the nine areas where truly successful leaders and their businesses excel: Character: What kind of person succeeds in business? Leadership: How do you unite a team around a mission? Personal Productivity: How can you get more done in less time? Messaging: Why aren't customers paying more attention? Marketing: How do I build a sales funnel? Business Strategy: How does a business really work? Execution: How can we get things done? Sales: How do I close more sales? Management: What does a good manager do? *Business Made Simple* is the must-have guide for anyone who feels lost or overwhelmed by the modern business climate, even if they attended business school. Learn what the most successful business leaders have known for years through the simple but effective secrets shared in these pages. Take things further: If you want to be worth more as a business professional, read each daily entry and follow along with the free videos that will be sent to you after you buy the book.

#### **Red Thread Thinking: Weaving Together Connections for Brilliant Ideas and Profitable Innovation** Lulu.com

Confronting Reality will change the way you think about and run your business. It is the first book that shows how to connect the big picture of the new era of business with the nitty-gritty of what to do about it. Through a completely new way to understand and use the business model as the primary tool for confronting reality—a breakthrough that will become the management innovation of this decade—you'll know sooner rather than later whether your fundamental business premise is under assault, where your best opportunities lie, what you should change and what you should leave alone, and how to realistically plan the future of your business. The fundamentals of how a business makes money are being rapidly and permanently altered by sweeping structural changes. With their extraordinary depth and breadth of experience, Larry Bossidy and Ram Charan are the ideal guides for everyone—entrepreneur, mid-level manager, or CEO—about what is to be done so you can get things right in this challenging, radically changed world. They start by showing you how to understand the most fundamental element of any business: whether you can realistically make the money you hope to in the game you're playing. Bossidy and Charan show how to use the business model to develop a robust, reality-based process for thinking about the specifics of your business in a holistic way. They show how to tie together the financial targets you must meet, the external realities you face, and internal activities such as strategy development, operating tactics, and selection and development of people. Through the lens of the business model, as well as the skillful use of initiatives and development of people with the right leadership characteristics, you'll see how Robert Nardelli at Home Depot, Jim McNerney at 3M, Dick Harrington at the Thomson Corporation, Michael Wisbrun at KLM, Joseph Tucci at EMC, and John Chambers at Cisco confronted reality. Whether they faced crisis or opportunity, all made the right kinds of changes through a combination of business savvy (the art of understanding the fundamentals driving a business) and business model thinking.

#### **Insights and Advice from the C-Suite of Leading Brands** Macmillan

As a training and development or human resource professional, do you have the knowledge, skills, and experience you need to become an indispensable strategic partner within your organization? *Building Business Acumen for Trainers* provides step-by-step practical advice on business practices guaranteed to win the support, respect, and attention of your organization. Written for both new and seasoned professionals, this essential resource will show how to put into practice the three critical areas of business acumen: Finance skills Partnering skills Communication skills

#### **Creating a Business That Can Thrive Without You** BenBella Books, Inc.

#1 New York Times Bestseller Legendary venture capitalist John Doerr reveals how the goal-setting system of Objectives and Key Results (OKRs) has helped tech giants from Intel to Google achieve explosive growth—and how it can help any organization thrive. In the fall of 1999, John Doerr met with the founders of a start-up whom he'd just given \$12.5 million, the biggest investment of his career. Larry Page and Sergey Brin had amazing technology, entrepreneurial energy, and sky-high ambitions, but no real business plan. For Google to change the world (or even to survive), Page and Brin had to learn how to make tough choices on priorities while keeping their team on track. They'd have to know when to pull the plug on losing propositions, to fail fast. And they needed timely, relevant data to track their progress—to measure what mattered. Doerr taught them about a proven approach to operating excellence: Objectives and Key Results. He had first discovered OKRs in the 1970s as an engineer at Intel, where the legendary Andy Grove ("the greatest manager of his or any era") drove the best-run company Doerr had ever seen. Later, as a venture capitalist, Doerr shared Grove's brainchild with more than fifty companies. Wherever the process was faithfully practiced, it worked. In this goal-setting system, objectives define what we seek to achieve; key results are how those top-priority goals will be attained with specific, measurable actions within a set time frame. Everyone's goals, from entry level to CEO, are transparent to the entire organization. The benefits are profound. OKRs surface an organization's most important work. They focus effort and foster coordination. They keep employees on track. They link objectives across silos to unify and strengthen the entire company. Along the way, OKRs enhance workplace satisfaction and boost retention. In *Measure What Matters*, Doerr shares a broad range of first-person, behind-the-scenes case studies, with narrators including Bono and Bill Gates, to demonstrate the focus, agility, and explosive growth that OKRs have spurred at so many great organizations. This book will help a new generation of leaders capture the same magic.

#### **Business Made Simple** Routledge

Create products and services your consumers can't pass up—without the high cost of development Success is all about connections. Debra Kaye explodes conventional thinking about innovation and provides an approach that anyone or any business can use to expose the crucial links among observations, experiences, facts, and feelings that on the surface do not seem related—but are—to uncover fresh, brilliant insights. In *Red Thread Thinking*, Kaye shows you how to weave originality from disparate information and turn it into a product or service that can shake up the marketplace—and your business. What sets *Red Thread Thinking* apart from other books is that it reveals exactly how to identify and understand hidden cultural codes and shifts in consumer perceptions that speak to emerging and existing markets and, as a result, catapult fresh products to iconic status. A mold-breaking system, *Red Thread Thinking* sharpens your innovation skills and can assist in problem solving, whether preparing a talk, pitching a project to your colleagues and boss, managing staff in a more productive way, or taking business to a new level. Learn the ways of *Red Thread Thinking*: *Red Thread One*: "Innovation—It's All in Your Head"—We can fire up our brains to become better at observing and interpreting what we see around us *Red Thread Two*: "Everything Old is New"—Take a fresh look at the past to gain remarkable advantage *Red Thread Three*: "People: The Strangest Animals in the Zoo"—Know what makes your market tick, and you'll know what makes them spend *Red Thread Four*: "What You See Is What You Get"—Learn how to create an entirely new and accessible "language" to make your product stand out and be universally understood *Red Thread Five*: "The Force of Passion"—Persevere, review, and refine your ideas without compromising your integrity or core beliefs. *Red Thread Thinking* teaches you to activate your own knowledge and resources to make better connections, have more and superior insights, and apply history as a valuable source for future-leaning innovation. Praise for *Red Thread Thinking* "Red Thread Thinking weaves a marvelous tapestry of insight and wisdom. A must read for entrepreneurs hoping to take their ideas from fuzzy to firm." -- Susan Cain, New York Times bestselling author of *Quiet: The Power*

of Introverts in a World That Can't Stop Talking "Red Thread Thinking provides a deliberate system to create a 'revolution in your mind'—the first order of business for any innovator who wants to shift the consumer landscape and offer value and usefulness to customers. The book is filled with practical information that will help you expand your thinking." -- Jay Walker, Chairman, Walker Digital; founder of Priceline.com "A fascinating read that should hearten anyone who wants to apply proven strategies to the act of collecting and connecting dots that exist for us all—if only we'd stop and notice." -- Danny Meyer, New York Times bestselling author of *Setting the Table: The Transforming Power of Hospitality in Business* "In *Red Thread Thinking*, Debra Kaye offers a framework for innovation that embraces—indeed harnesses—the power of serendipity, free association, and our mind's elastic ability to see what's new in the familiar." -- Jean-Marie Dru, Chairman, TBWA\Worldwide "Debra Kaye has created an approach to innovation that combines simple, pragmatic steps on the journey of innovation to benefit any serious entrepreneur or manager who believes innovation is central to business and that it is not the mysterious privilege of a few." -- Thomas Pinna, Chief Executive Officer, Knowledge Universe Work-Life Solutions "Red Thread Thinking offers a compelling framework for the modern-d

#### **A Step-By-step Guide To Mastering The Skills Taught In America's Top Business Schools** Simon and Schuster

As a training and development or human resource professional, do you have the knowledge, skills, and experience you need to become an indispensable strategic partner within your organization? *Building Business Acumen for Trainers* provides step-by-step practical advice on business practices guaranteed to win the support, respect, and attention of your organization. Written for both new and seasoned professionals, this essential resource will show how to put into practice the three critical areas of business acumen: Finance Skills, Partnering Skills, and Communication Skills. Each section in the book highlights one of these three skills and can be used as a stand-alone reference. To help you succeed, the book is filled with case studies, thought-provoking interactive scenarios, templates, quizzes, questions for reflection, and self-paced exercises, all available on the accompanying CD. "Some of the jewels of this book are that it explains the language of finance, it provides practical advice on how to communicate the case for investing in development initiatives, and it is full of guidance on how to collaborate with the business to determine the payback of investing in development solutions. This is one of those books every HR, HRD, and training professional should have." —Judith A. Hale, author of *Outsourcing Training and Development: Factors for Success* "For training professionals who want to earn a seat at the strategic planning table, nothing can help build corporate relevance better than applying the skills outlined in this book, which will show you how to turn training into business results." —Marty Fisher, vice president, HR and Training, Abercrombie and Fitch

#### **Built, Not Born** Independently Published

From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit "reply all" • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager "A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work."—Booklist (starred review) "The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience."—Library Journal (starred review) "I am a huge fan of Alison Green's Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor."—Robert Sutton, Stanford professor and author of *The No Asshole Rule* and *The Asshole Survival Guide* "Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way."—Erin Lowry, author of *Broke Millennial: Stop Scraping By and Get Your Financial Life Together*

#### **Doing What Matters to Get Things Right** Currency

A bold new look at how technology can become a force multiplier to deliver more empathy and integrate deeper, more personalized human connections into everyday business interactions at scale. While the world has never needed more empathy than today, too often technology is used by businesses as a substitute and a barrier to real human connection. We've all experienced dumb chatbots, automated scripts and poor employee interactions that dehumanizes customer interactions. That's because brands have focused on company centric business strategies, processes and technology. However, simply put: No customers, no business. What if, by transforming the old company-centric way of doing business and putting customers and employees front and center, businesses could succeed faster than ever before and not at the expense of their most important assets—the very people who make it possible to be in business? Empathy is a powerful construct for a better world and a better business. It's not a synonym for nice. Empathy is about respect and treating people in the context of their unique situation in a highly personalized way. In this groundbreaking new book, longtime technology leader and current CEO of Genesys, Tony Bates teams up with researcher and customer experience evangelist, Dr. Natalie Petouhoff to define a new path forward to put empathy into action. By using strategies and technologies as the flywheel to orchestrate systems of listening, understanding and predicting, as well as, taking action and learning from those interactions at scale, businesses can easily put the customer and employee first, not only meet the ever-changing customer and employee expectations, but also leapfrog their competition. They predict empathy is the next frontier in technology. This book is aimed at sparking an industry-wide conversation about how exponential technologies like, AI and cloud can enable a more empathetic world.

#### **The Future of Leadership Development** Ballantine Books

*Building Business Acumen for Trainers* Skills to Empower the Learning Function John Wiley & Sons *How Top Performers Accelerate the Sales Process and Close More Deals* Idea Press Publishing The small business HR professional has a unique work environment. For one, HR departments in small businesses are typically quite small, often consisting of only one or two employees. Because of this, these HR professionals are usually expected to be generalists able to answer all HR-related questions. But because there are only one or two of them, they are also expected to be specialists in those same areas. With so much responsibility, how do small business HR professionals have time to focus on their own professional development? And where to start? This is the first book in the "Making an Impact in Small Business HR" Series.

#### **The Only Sensible Way to Run a Company** Penguin

Master these top-performing sales skills to dominate the marketplace Critical Selling is a dynamic

and powerful guide for transforming your sales approach and outperforming your competition. This book is based on Janek Performance Group's, an award winning sales performance company, most popular sales training program, Critical Selling®. Let authors Justin Zappulla and Nick Kane, Managing Partners at Janek, lead you through their flagship sales training methodology to provide you with the strategies, skills and best practices you need to accelerate the sales process and close more deals. From the initial contact to closing the deal, this book details the winning strategies and skills that have supercharged the sales force of program alumni like OptumHealth, Santander Bank, Daimler Trucks, California Casualty, and many more. Concrete, actionable steps show you how to plan a productive sales call, identify customer needs, differentiate yourself from the competition, and wrap up the sale. You'll also learn proven techniques for building rapport, overcoming objections, dealing with price pressures, and handling the million little things that can derail an otherwise positive sales interaction. Sales are the lifeblood of your company. Are they meeting your expectations? What if you could exceed projected sales figures and blow your competition out of the water? This book provides the research-based framework to ignite your sales team and excite your customer base, for sustainable success in today's market. Let Critical Selling® show you how to: Connect with customers on a deeper level to build trust Present a persuasive and value-based solution tailored to your customer's needs Handle pricing pressure, doubt, and objections with confidence Utilize proven methodologies that help you close the sale Sales is about so much more than exchanging goods or services for cash. It's about relationships, it's about outperforming the competition, it's about demonstrating real value, and it's about understanding and solving people's problems. Critical Selling shows you how to bring it all together, using proven techniques based on real sales performance research.

*Traction* Emerald Group Publishing

Change isn't coming - it's here. The workplace, our communities and society are evolving so swiftly that many of us feel frustrated, confused and unsure of what's next. Adapting in Motion hits change head-on, bringing readers through an arc of awareness, preparedness, learning and wisdom. Pairing personal stories of Jim's challenges with the practical advice he shares from his experience as a Fortune 500 executive and business coach, we learn that conquering macro change requires a focus on micro you. This is a book for those who want to evolve and stay relevant amid the change; who may feel lost on their corporate or entrepreneurial journey. It's for those individuals with untapped potential who are looking to define their journey, gain recognition and feel value for their work. Jim understands the feeling well. This is the new way to tackle change management and be successful: be able to adapt, while in motion. To find yourself in the new economy, start here.

*Business for Communicators* HarperCollins Leadership

Tested and proven, no-nonsense advice on how to navigate risk and succeed in all phases of business ownership—written by Tom Golisano, self-made billionaire and founder of Paychex "Tom Golisano understands what it takes grow and thrive as a business owner at all levels, and Built, Not Born is full of practical insights for those who have made or are considering making the leap to starting a new business." - Tom Monaghan, founder, Domino's Pizza Tom Golisano understands the fears, risks, and challenges small-business owners face every day—he's lived it. He has launched and grown his own highly successful businesses and mentored dozens of entrepreneurs, helping them build their own successful companies. Built, Not Born shows readers: How going against the grain can be a great strategy for finding business opportunities and why it pays to question conventional wisdom. Why the pregnant pause can be an effective weapon in negotiations and when interviewing potential employees. Why a prenuptial or even a postnuptial agreement is critical to any business owner. What potential buyers and funding sources look for, and the best way to

present a business plan. And finally, the key growth and leadership strategies that have helped Paychex sustain its incredible level of growth and profitability.

*What the CEO Wants You to Know* Emerald Group Publishing

Use data, technology, and inbound selling to build a remarkable team and accelerate sales The Sales Acceleration Formula provides a scalable, predictable approach to growing revenue and building a winning sales team. Everyone wants to build the next \$100 million business and author Mark Roberge has actually done it using a unique methodology that he shares with his readers. As an MIT alum with an engineering background, Roberge challenged the conventional methods of scaling sales utilizing the metrics-driven, process-oriented lens through which he was trained to see the world. In this book, he reveals his formulas for success. Readers will learn how to apply data, technology, and inbound selling to every aspect of accelerating sales, including hiring, training, managing, and generating demand. As SVP of Worldwide Sales and Services for software company HubSpot, Mark led hundreds of his employees to the acquisition and retention of the company's first 10,000 customers across more than 60 countries. This book outlines his approach and provides an action plan for others to replicate his success, including the following key elements: Hire the same successful salesperson every time — The Sales Hiring Formula Train every salesperson in the same manner — The Sales Training Formula Hold salespeople accountable to the same sales process — The Sales Management Formula Provide salespeople with the same quality and quantity of leads every month — The Demand Generation Formula Leverage technology to enable better buying for customers and faster selling for salespeople Business owners, sales executives, and investors are all looking to turn their brilliant ideas into the next \$100 million revenue business. Often, the biggest challenge they face is the task of scaling sales. They crave a blueprint for success, but fail to find it because sales has traditionally been referred to as an art form, rather than a science. You can't major in sales in college. Many people question whether sales can even be taught. Executives and entrepreneurs are often left feeling helpless and hopeless. The Sales Acceleration Formula completely alters this paradigm. In today's digital world, in which every action is logged and masses of data sit at our fingertips, building a sales team no longer needs to be an art form. There is a process. Sales can be predictable. A formula does exist.

**Deepening Your Talent Pool to Solve the Succession Crisis** John Wiley & Sons

A Wall Street Journal Bestseller Named a Financial Times top title How to unleash "human magic" and achieve improbable results. Hubert Joly, former CEO of Best Buy and orchestrator of the retailer's spectacular turnaround, unveils his personal playbook for achieving extraordinary outcomes by putting people and purpose at the heart of business. Back in 2012, "Everyone thought we were going to die," says Joly. Eight years later, Best Buy was transformed as Joly and his team rebuilt the company into one of the nation's favorite employers, vastly increased customer satisfaction, and dramatically grew Best Buy's stock price. Joly and his team also succeeded in making Best Buy a leader in sustainability and innovation. In *The Heart of Business*, Joly shares the philosophy behind the resurgence of Best Buy: pursue a noble purpose, put people at the center of the business, create an environment where every employee can blossom, and treat profit as an outcome, not the goal. This approach is easy to understand, but putting it into practice is not so easy. It requires radically rethinking how we view work, how we define companies, how we motivate, and how we lead. In this book Joly shares memorable stories, lessons, and practical advice, all drawn from his own personal transformation from a hard-charging McKinsey consultant to a leader who believes in human magic. *The Heart of Business* is a timely guide for leaders ready to abandon old paradigms and lead with purpose and humanity. It shows how we can reinvent capitalism so that it contributes to a sustainable future.