



I could share a few predictions of what 2023 will look like with you, but if you have been reading this newsletter for any length of time, none of it would be surprising.

Let's just say it is the Age of the Buyer, and not just because the #buyerfirst book comes out in September- but because in the aftermath of the pandemic and in economic uncertainty- value is in the eye of the buyer. (It always has been, IMO.)

And buyers are turning to digital channels to educate themselves even more and demand that sellers not only understand them and their world but are able to offer insights into their issues they don't realize and identify quantifiable impacts of the solutions they offer.

This means more change is coming, and we must be ready to adapt- nothing new there. It will require more behavioral change as sellers and [business owners](#).

A new year is a perfect opportunity to [start a new habit](#) and behavior for yourself or your team.

Unfortunately, most people give up their NYE resolutions before February, and what most of them are missing in the big plans is how to maintain their motivation and keep themselves [accountable](#).

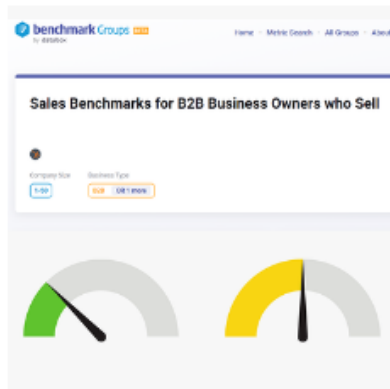
Which is what the last newsletter of the year is all about. No predictions on what will happen, but what you need to do to prepare yourself and your teams for whatever comes down the road in 2023.

[Click here](#) for the last Science-Based Sales Tip of 2022.

I hope you had the best holidays and are looking forward to a future of possibilities in 2023.

Cheers!
Carole

Upcoming Events



I'm partnering with Databox to create a sales benchmark for small B2B business owners who sell: We, small B2B business owners, are different and we can't be compared with the more prominent companies.

So, I decided we need our own benchmark to compare how we stack up to others like us. Request to join the group, or reply to this and ask for an invite.

[GET THE DETAILS TODAY](#)



1.17.23 #BUYERFIRST Ask Me Anything
Join me and guest Kenneth Burke, VP of Marketing | 20 under 40 | Tech Marketer of the Year. Kenneth will share his good and not-so-good buying experiences.

DETAILS
Tuesday 1/17/23 Noon ET
Live Stream Event

[REGISTER HERE](#)



4/18-4/20/23 DIGITALNOW REVENUE SUMMIT
Register now for the early bird rate for the AA-ISP Digital Now Revenue Summit in Chicago April 18-20, 2023

DETAILS
April 18-20, 2023
Renaissance Schaumburg Convention Center Hotel

[REGISTER HERE](#)

Past Events



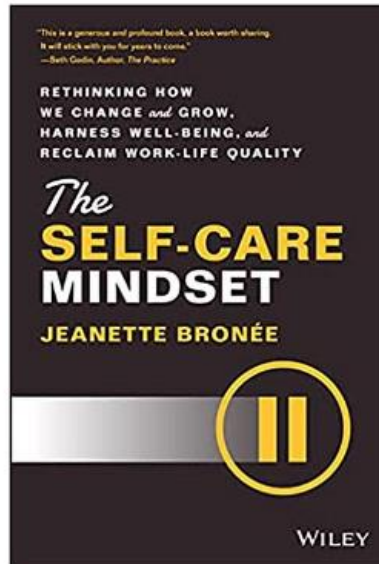
Past #BuyerFirst Ask Me Anything with Carole Mahoney

Did you:

- Miss a live stream?
- Or just want to refresh your notes?

[WATCH THE REPLAY](#)

What I'm reading (and you might want to)



[The Self-Care Mindset: Rethinking How We Change and Grow, Harness Well-Being, and Reclaim Work-Life Quality](#)

by Jeanette Bronée

In *The Self-Care Mindset*, celebrated well-being and mindset expert Jeanette Bronée delivers an actionable and groundbreaking approach that challenges us to rethink self-care at work, so we no longer have to choose between being healthy and being successful.

Upcoming books I am looking forward to:

Buyer First!

Get on the list to be notified:

- When the pre-order link is live
- Upcoming Buyer First Events
- Book tour announcements
- Special workshops and offers for list members

[Get Carole Mahoney's Upcoming Book Updates](#)

[Visit The Unbound Growth Library](#)

[Check Out My Latest Released Podcasts](#)

From Our Clients

"You can't go wrong hiring Carole as a coach, a speaker, a facilitator, or moderator."

- Lauren Bailey - Founder & President, Factor 8 | Founder, #GirlsClubFounder