



Hi there,

Summertime in Maine means lots of construction, from the roads to our roofs - as if we are all squirrels preparing for the long winter nap.

With the looming news of recession, political upheaval, and the recalling of basic rights - it can be tempting to pull back, squirrel away, and let the fear take root. I know because I am tempted too.

The reality is that it is the best time to invest. In yourself, in your team, and in your communities.

And yes - I am following my own advice and starting with this monthly newsletter.

Check out this [quick video](#) to hear what I have up my sleeve and what I need your help with.

Carole

Upcoming Events



AUGUST 16, 2022
NOON ET LIVE EVENT

#BUYERFIRST
ASK ME ANYTHING WITH
CAROLE MAHONEY!

LIVE STREAM
YouTube LinkedIn Facebook

BRENT KELTNER, PH.D.

Join Carole Mahoney, author of the upcoming book "Buyer First: How to Sell The Way People Buy"

And Guest Brent Keltner,
Founder & President of Winalytics LLC,
President, Winalytics | Author, The Revenue
Acceleration Playbook

REGISTER NOW

August 16, 2022: #BuyerFirst Ask Me Anything with Guest, Brent Keltner, Ph.D.

Brent Keltner, Ph.D. is the founder & President of Winalytics LLC, a go-to-market- and revenue acceleration consultancy. He is also the author of the forthcoming book The Revenue Acceleration Playbook.

DETAILS

August 16th, 2022

Noon

Livestream Event

DETAILS & REGISTRATION INFO



September 6-9: Inbound 2022 - Attract the Best With an Optimized Sales Hiring Program.

Including Oscar-winning actress Viola Davis, I'm honored to be a part of such a powerful group of speakers this year!

DETAILS
September 6-9th, 2022
HYBRID EVENT

[LEARN MORE & REGISTER HERE](#)



September 8, 2022: AA-ISP Sales Disrupted

A one-day event with sessions and workshops to disrupt sales by focusing on strategies, stories, & skills. This research-focused event, powered by B2B DecisionLabs, will level-up your leadership and selling skills. Join us this September in Boston!

DETAILS
September 8th, 2022
The Westin Waltham Boston, MA

[REGISTER HERE](#)



October 27 & 28, 2022: Rise Up 2022 Conference

Two days of career development, personal inspiration, confidence-building, and making authentic connections. Combine this experience with networking happy hours, an elegant awards dinner, and one-on-one time with Mentors and Thought Leaders, and you have an experience that you will not want to miss.

DETAILS
October 27th & 28th, 2022
Dallas, TX

[REGISTER HERE](#)

Past Events



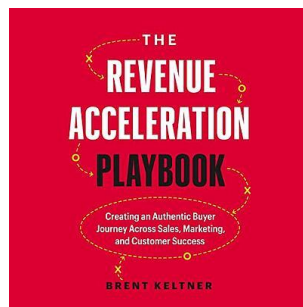
Past #BuyerFirst Ask Me Anything with Carole Mahoney

Did you:

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

[WATCH THE REPLAY](#)

What I just read (and you might want to)



[The Revenue Acceleration Playbook: Creating an Authentic Buyer Journey Across Sales, Marketing, and Customer Success by Brent Keltner](#)

Buyers don't want to hear about your product's features—they want to hear about how it can solve their problems or help them reach their goals. In *The Revenue Acceleration Playbook*, sales and marketing expert Brent Keltner introduces a proven, go-to-market framework to increase personalization and authenticity across every step of the buyer journey.

[Visit The Unbound Growth Library](#)

[Check Out My Latest Released Podcasts](#)

From Our Clients

"Carole is insightful, professional, and genuinely interested in the results of the people she coaches."

-Justin A., Dir of Bus. Development, The Hernried Center for Medical Weight Loss



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