



Ironically, this newsletter about procrastination and perfectionism is late!

Did you know that salespeople sent out 151% more emails since the pandemic started, with a 38% lower response rate? Well, they have according to data from Hubspot on over 100 companies.

What makes this even more crippling is that 31% of salespeople are still struggling to prospect - whether it is by email or phone. Worse still, 75% of salespeople are also struggling to use social media for prospecting according to sales assessment data from Objective Management Group. (See how your salespeople compare to your competitors for free with this [sales performance assessment tool.](#))

As a sales leader or business owner, have you thought about how much that will increase your cost of sale and customer acquisition costs?

Nearly all of us, salespeople, managers, business owners, and entrepreneurs will admit that prospecting is necessary and we should do more of it. Then why do we put it off?

There are several reasons.

[Click here](#) to watch the latest science-based sales tip.

Cheers,

Carole

Upcoming Events



MAY 17, 2022
NOON ET LIVE EVENT

Unbound Growth

#BUYERFIRST
ASK ME ANYTHING WITH
CAROLE MAHONEY!

LIVE STREAM

YouTube LinkedIn
facebook

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

And ask her anything about how to:

- Shift our mindsets
- Develop the skillsets
- And align how we sell with buyers

REGISTER NOW

May 17, 2022: #BuyerFirst Ask Me Anything with Carole Mahoney

Join me at Noon ET and ask me anything about how to:

- Shift our mindsets
- Develop the skillsets
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REGISTER HERE

Past Events



Unbound Growth

#BUYERFIRST

ASK ME
ANYTHING
WITH
CAROLE
MAHONEY

APRIL 19, 2022
REPLAY

April 2022 #BuyerFirst Ask Me Anything with Carole Mahoney

Did you:

- Missed this event?
- Or just want to refresh your notes?

WATCH THE REPLAY



TAKEAWAYS FROM THIS SALES WEBINAR INCLUDE:

- Insight on the current sales industry from women's perspective
- How to recruit women into your sales team with the right incentives
- How to better coach and train those on your team to keep your talent
- Hear what women are looking for as they evaluate the next step in their career

Don't miss this opportunity to hear from female leaders in sales on how we can add more, successful women into your sales team.

[REGISTER NOW!](#)

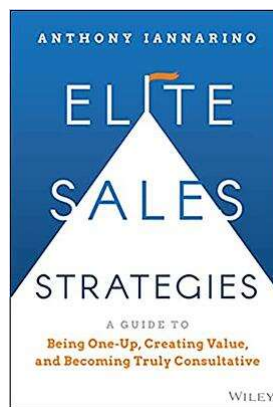
Fireside Chat: Women in Sales

On April 12, 2022, Sales leaders from ZoomInfo, Smartbug, Kopp Consulting, and Unbound Growth shared real insight on how we can gain and retain more women in sales.

If you missed this event, you can watch the replay today.

[WATCH THE REPLAY](#)

What I just read (and you might want to)



[Elite Sales Strategies: A Guide to Being One-Up, Creating Value, and Becoming Truly Consultative by Anthony Iannarino](#)

Trusted sellers approach every sale from a position of authority and expertise. For these elite sales professionals, selling is not a transaction, but an opportunity to share their expertise and serve their clients by guiding them to positive results.

In his latest book, bestselling sales author and strategist Anthony Iannarino shares ten EliteSales Strategies to help you become “One-Up”, create value, and become truly consultative. I highly recommend that you read Elite Sales Strategies especially if you're frustrated by buyers who commoditize you and your products and services.

Relevant Links

[B2B Decision Labs Report: Differentiating Your Solutions In Highly Competitive Categories](#)

[THE ART AND SCIENCE OF LAYERED SALES QUESTIONS](#)
