



Hi there,

This was a tough newsletter for me to share with you because it involved some hard truths. But that is what bravery is, isn't it? Facing the hard truths and sharing them- even when it makes us uncomfortable.

Given that many companies face layoffs, how do we handle that? Just this past week, I sat with a manager who lost half their team and wondered how to approach it with those still with them.

It's tough, it's emotional, and it's human. Check out this month's [video newsletter](#) for my thoughts.

Carole

Upcoming Events

11.15.22 #BUYERFIRST AMA

Join me and Guest:

Jane Gentry, CEO Advisor | Sales & Leadership Expert
for: **Nightmare buying experiences!**

DETAILS

November 15th, 2022, at Noon ET
Live Stream Event

[DETAILS & REGISTRATION INFO](#)

Past Events

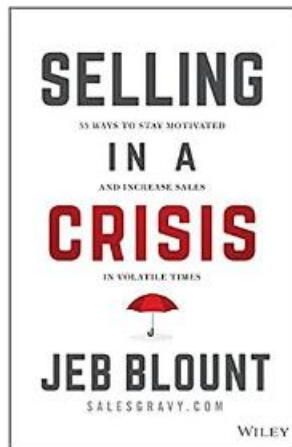
Past #BuyerFirst Ask Me Anything with Carole Mahoney

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)



[Selling in a Crisis: 55 Ways to Stay Motivated and Increase Sales in Volatile Times by Jeb Blount](#)

In volatile times, it is hard to sell. It seems like every company is on a spending freeze, cutting back, or pushing off making decisions. In his classic, no-nonsense style, Jeb gives you 55 easy-to-consume tips, techniques, and tactics that are time-tested and proven to help you stay on top when everything and everyone else is down.

Excited about the upcoming Buyer First Book? Get on the list and be the first to know:

- 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**](#)

What our Clients are Saying

"If you're looking to level up your sales management approach, I highly recommend starting with a conversation with Carole." - Claire (Bowers) Carpenter, Leader : Coach : Sales Manager

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