

## Game-changing Insights & Strategies for Success this August!

Featured this month:  
Key Insights for Sellers | B2B Sales Paradox | Sales Excellence Assessment | The Case for Content

The past month our Buyer Revolution research project has unveiled some game-changing insights that all B2B sellers need to be aware of to optimise their strategies and succeed in this competitive landscape.

Don't miss out. Read our latest articles and watch our videos below.



### Key Insights for B2B Sellers

"It's different in my industry..." This is something we hear in the training room all the time. Is it really different though? Or are we discussing tools like content marketing which you haven't yet consistently utilised and seen rewards from?

This video might just spark some ideas for your business and sales team!



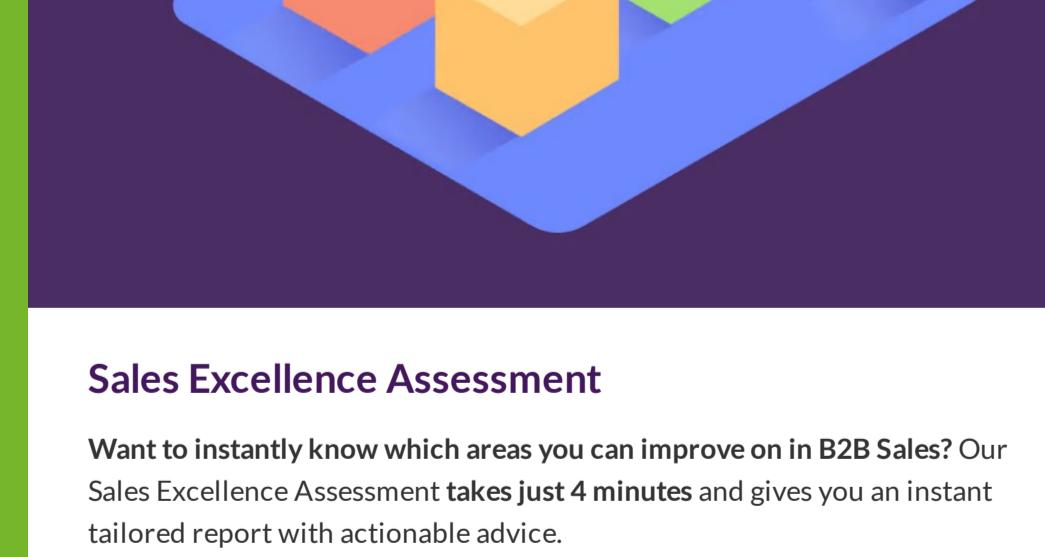
### Everybody Wants to Be First...But Nobody Wants to Be First!

This sentiment perfectly captures the reluctance many businesses feel toward adopting new sales strategies despite recognising the need for change and recognising that relying on traditional habits alone is making it hard for buyers to buy and making it increasingly more difficult for sales teams to actually sell.

As buying and selling evolves rapidly, understanding this paradox and the underlying factor at play is crucial for sales directors and leaders aiming to drive meaningful change within their organisations.

So, how do we overcome this?

Learn how and why in our latest blog post



### The Case for Content in B2B Sales

You've tried 'content marketing' but you're still not generating the leads you need.

How can you stand out from your competitors?

The key is **effective content**.

We're pretty sure we know why you might not be getting enough of the best kind of customers (and what you can do about it!).

Get started with our FREE download!



### Sales Excellence Assessment

Want to instantly know which areas you can improve on in B2B Sales? Our Sales Excellence Assessment takes just 4 minutes and gives you an instant tailored report with actionable advice.

The Sales Excellence Assessment covers: Sales Culture, Growth Management, Sales Leadership, Sales Execution and Sales Pipeline Management.

Get your tailored report today and start making informed decisions on how to move your sales forward!

Get your Sales Excellence Report Today!

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