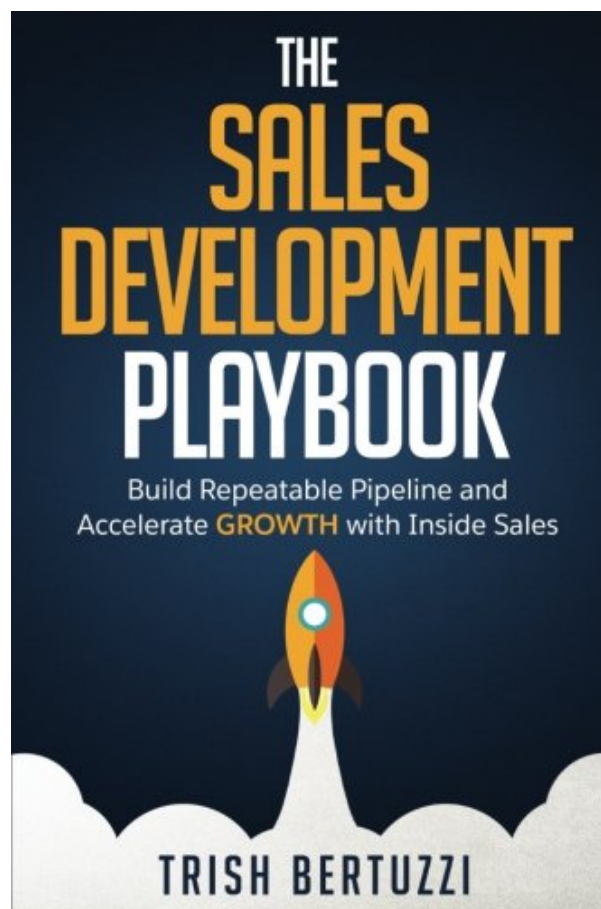


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## Review

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Clear, completely and actionable guide on building a Sales Development Team

By BrandonR

This book is undoubtedly one of the most useful guides I've read when it comes to building a sales team. The author guides you through step-by-step tactics and strategies for building, managing and leading a modern sales team. Unlike most "business books," I walked away with tangible and actionable steps that I can apply immediately as well as long term strategies that will still be relevant decades from now. On top of that, Bertuzzi's personality comes through in the writing, and she kept me engaged and entertained the entire time.

This book paves a clear path for the value of investing time and resources in a great sales development team. It expounds on the 6 elements that will lead your sales team to greater pipeline generated, increased won business per account executive and accelerated new customer acquisition. She provides key examples and engaging stories to further articulate each step.

The book is broken up into 6 sections, one chapter dedicated to every element of building an effective outbound sales team. The 6 sections are 1) Strategy: A framework for aligning your sales model with market dynamics 2) Specialization: How to segment your prospect universe 3) Recruiting: How to find, hire and compensate good sales talent 4) Retention: How to engage, develop and motivate reps 5) Execution: How to properly conduct outbound sales 6) Leadership: How to be a good sales team leader, from establishing quota to performance metrics to building out our sales stack.

This book is a must-read for anyone in sales development or inside sale. 9 of 10 people found the following review helpful.

An absolute "must consume" for anyone in the business of sales - play-by-play advice you can put to work today

By Chris Beall

I do most of my book reading using the Kindle app on my iPhone, and that's where I started with Trish Bertuzzi's "The Sales Development Playbook". Within 5 minutes I switched to reading on my MacBook because I couldn't just read this book - I had to immediately start putting it into action. During the course of today: I copied 67 passages into a Word doc to annotate, read and share later; sent 24 emails to 9 people quoting Trish; documented 7 new product and service ideas (yes, I'm in the business) and laughed out loud too often to count. My favorite: "As you well know, arousing curiosity, generating interest, and getting prospects to open up about their priorities is about as easy as potty-training a coyote."

Sales books don't do this to me. This one did - and I'm grateful.

If you are in business, or just want to have a blast and learn a bunch of super-solid, get-it-done stuff about the real world of sales development, The Sales Development Playbook is not just a must read - it is a "must consume". And if you are a CEO, Sales VP or sales development leader, I strongly urge you to do more than read this book. Put Trish's plays into your playbook and get ready to put up some big numbers. 5 of 5 people found the following review helpful.

I have enjoyed Trish's blog for quite a while and have always ...

By Collin Chlarson

I have enjoyed Trish's blog for quite a while and have always found it very useful - in fact I even used one of her reports to get myself a raise. This book was just what I expected. Sales development has exploded in the past five years and there is a lot of stuff out there but so much of it is high level or trying to sell you on the value of sales dev. The Playbook contains lots of practical advice for sales dev as it currently is where buyers are inundated with emails and calls from SDR's. As an SDR leader, I found the advice around how to

actually lead the team invaluable. I have already implemented a few of her ideas. This book is both tactical and strategic and I cannot recommend it strongly enough. See all 98 customer reviews...



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