

The Sales Effectiveness Podcast

Carlos Quintero



The Sales Effectiveness Podcast - Feb 2010

Hello everyone!

We are hearing from customers and fans alike that activity is picking up. A good sign for the economy and for all of our businesses!

If you are reading this newsletter for the first time and want to know what other VPs of Sales are doing to accelerate growth, check out "**10 Strategies for a Down Market**," available under "Articles" on our website - www.saleseffectiveness.com.

Sales Effectiveness Podcasts for February

Each month we bring you two podcasts highlighting key ideas and messaging around sales force effectiveness. See descriptions below. I believe you will find these thought provoking!

We welcome your feedback. Let us know how we can help!

Carlos Quintero

Mike Wien



Reducing the SILOS between Marketing and Sales!

Many people believe that the role of marketing is primarily to create demand, while the role of the sales force is to meet that demand and build loyal long-term relationships.

The truth is that both Marketing and Sales do much more than that.

Unfortunately in many companies, silos exist between both organizations. Host Carlos Quintero interviews marketing professional Mike Wien to discuss this important issue and what both organizations can do to leverage each other's talents to accelerate growth and work more effectively in support of the customer.

To listen or download this podcast, turn on your volume and go [here](#)

Leveraging Your Best Client Relationships!

Salespeople are often lone rangers and they take it upon themselves to find and develop business opportunities.

Research has shown that the best salespeople are masters at leveraging the relationships they already have to gain advantages with new prospects.

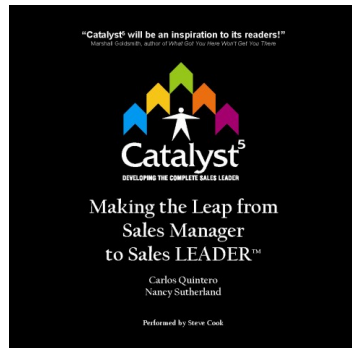
In this podcast, Carlos Quintero interviews sales consultant, Bob O'Brien, who describes what selected organizations are doing to leverage their success stories, and how to create an online library of your best client experiences. Very very cool solution.

To listen or download this podcast, turn on your volume and go [here](#)

Catalyst5 on CD!

CATALYST5 - Making the Leap from Sales Manager to Sales Leader, a powerful book on Sales Leadership, is now available in CD format! Audio Adrenalin's Steve Cook dramatizes and makes the story truly come to life!

Click [here](#) to listen to the first chapter FREE!



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