Inbound Selling: How to Change the Way You Sell to Match How People Buy

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The Great B2B Sales Shake-up: A New Book Helps

Even "Old-School" Reps Learn How to Sell the New "Inbound" Way

Business-to-business buyers now enjoy more access to information than ever before.

For salespeople, this means you’ve got to change your behaviors to appeal to empowered buyers. HubSpot’s new book Inbound Selling shows you how.

Hoboken, NJ (April 2018)—Over the past decade, the way people buy has changed forever. Gone are the days of sales reps’ privileged knowledge of products and markets. Buyers are in control now. They have access to more information and do their own research. In fact, over 60 percent of buying decisions are now made without a sales rep. For sales professionals, this all means one thing: The old aggressive, intrusive, product/company-centric style of selling must be replaced by an inbound selling approach.


The book lays out a four-part framework—based on software company HubSpot’s inbound methodology—that helps readers transform selling to match the way people buy today. Salespeople must take specific actions (Identify, Connect, Explore, and Advise) as their prospective buyers move throughout their journey from Awareness to Consideration to Decision.

In this tactical primer on inbound sales, you will learn how to:

- Implement the entire inbound sales playbook, including techniques to identify receptive buyers, connect with them, explore their unique goals and challenges, and advise them on what to do next.
- Get through the toughest challenges along the entire journey from sales rep to manager with a valuable, hard-won survival guide.
- Make sales a team sport with an executive playbook to empowering and guiding every member of your team.

It’s time for everyone in sales to evaluate what they’re bringing to the table, from frontline sellers to managers in the office and C-suite. By tailoring every buyer’s sales experience to their specific needs and goals, you will rocket your sales numbers and help your company thrive.

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About the Author:
Brian Signorelli is the director of HubSpot’s Global Sales Partner Program, where he advises HubSpot partners on inbound sales and inbound marketing to grow their clients’ companies, as well as their own. He regularly writes, develops, and presents sales content for HubSpot’s partners and their customers. He is also the founder of InboundSeller.com.

About the Book:

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