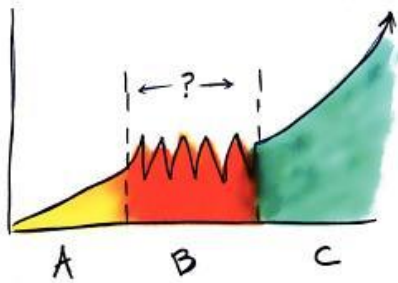


## PREDICTABLE REVENUE

Turn Your Business Into A Sales Machine With  
The \$100 Million Best Practices Of Salesforce.com



**AARON ROSS & MARYLOU TYLER**

"Alexander Graham Bell discovered the telephone, Thomas Edison discovered electricity  
and Aaron Ross discovered the Enterprise Market for Salesforce.com."

SHELLY DAVENPORT - VP Worldwide Sales at Haploom & ex-VP Corporate Sales at Salesforce.com

# Predictable Revenue: Turn Your Business Into a Sales Machine with the \$100 Million Best Practices of Salesforce.com

*Aaron Ross , Marylou Tyler*

Download now

Read Online [➔](#)

# Predictable Revenue: Turn Your Business Into a Sales Machine with the \$100 Million Best Practices of Salesforce.com

*Aaron Ross , Marylou Tyler*

## **Predictable Revenue: Turn Your Business Into a Sales Machine with the \$100 Million Best Practices of Salesforce.com** Aaron Ross , Marylou Tyler

Discover the outbound sales process that, in just a few years, helped add \$100 million in recurring revenue to Salesforce.com, almost doubling their enterprise growth...with zero cold calls. This is NOT just another book about how to cold call or close deals. This is an entirely new kind of sales bible for CEOs, entrepreneurs and sales VPs to help you build a sales machine. What does it take for your sales team to generate as many highly-qualified new leads as you want, create predictable revenue, and meet your financial goals without your constant focus and attention? Predictable Revenue has the answers!

## **Predictable Revenue: Turn Your Business Into a Sales Machine with the \$100 Million Best Practices of Salesforce.com Details**

Date : Published July 8th 2011 by Pebblestorm

ISBN : 9780984380213

Author : Aaron Ross , Marylou Tyler

Format : Paperback 214 pages

Genre : Business, Nonfiction, Entrepreneurship

 [Download Predictable Revenue: Turn Your Business Into a Sales Ma ...pdf](#)

 [Read Online Predictable Revenue: Turn Your Business Into a Sales ...pdf](#)

**Download and Read Free Online Predictable Revenue: Turn Your Business Into a Sales Machine with the \$100 Million Best Practices of Salesforce.com** Aaron Ross , Marylou Tyler

---

# **From Reader Review Predictable Revenue: Turn Your Business Into a Sales Machine with the \$100 Million Best Practices of Salesforce.com for online ebook**

## **Ben Cappellacci says**

An excellent foundation to understanding key elements of sales strategy. The book cleanly breaks down sales concepts with concrete examples and useful illustrations. Useful for start up people and company people alike.

---

## **Laura Vana says**

One of the best sales books I've ever read. Aaron offers very actionable strategies and provides a good overview how a complete sales process should work in order the revenue to be predictable. This book is a must read for everyone in sales- from the SDR-s to the CEO-s.

---

## **Curtismchale says**

We all want predictable revenue right? We want to know that if we get 5 qualified leads we can turn 2 of those in to paying customers that are worth \$XX over time.

We want to have a process to take leads and qualify them for our business to move them down that sales funnel.

If that's what you're looking for then this is a decent book to read. I say decent because it regularly feels like a 'sales' book for Salesforce.com (which was where this sales process was developed though the author is no longer employed there).

My favourite points were around how to nurture and qualify leads. It's important not to just ABC (always be selling) and to ruthlessly qualify the leads that come in. You don't have 50 'best' leads you have 5 maybe 10 that you should be working on the rest are a waste of your time.

I feel that this book is better for larger organizations that have a dedicated sales team. Smaller business like mine (which is just me) can benefit from the talk of process and cutting leads so you only focus on the 'best' ones, but are going to struggle with parts of it since a 1 person business by definition struggles with having many duties divided up on one person.

---

## **Niniane Wang says**

There were only two points in this book, which could have been written in half a page:

1. Create a group of people sourcing for leads, separate from the people closing the deal.

2. When emailing people, use a gimmicky trick of asking them to forward your email to the correct person.

---

### **Kevin Jennings says**

*Predictable Revenue* is one of the best kept secrets in business literature. I don't give five star reviews often, especially for business books, but this book earns it. The authors understand the real challenges marketers and sales executives face and articulate proven solutions eloquently. As much as I would love to tell the world about this book, I am struggling with the idea of sharing because I feel like I'll be giving away a huge competitive advantage. Consider this is my feeble attempt to say thank you to Aaron Ross and Marylou Tyler.

---

### **Claudio says**

An essential book about sales.

If your startup is expanding, you are growing but you need more control over your lead generation and how to reorganize the sales team, this is the book for you.

I enjoyed every page, read it in less than a week and I already implemented several things.

I loved how tracking got narrowed down to

- new leads this month
- new opportunities this month
- conversion rate lead to opportunity
- conversion rate opportunity to customer

And the all discussion about Account Executives (Sales) being separated from SDR (outbound) and MMR

---

### **Luka says**

Awesome book. Seriously.

---

### **Christian says**

Author makes several good points about how to create a sales organization and what it takes to generate predictable revenue. Unfortunately, the book is muddled by repetitiveness, poor editing, unreadable diagrams, and the fact that the whole thing reads like an ad for Salesforce.com.

---

## **Cole Schoolland says**

PR could not have come at a more appropriate time for my company or my career. For the last 18 months we have been mired in exactly the kinds of poor, old-school decision-making common of companies at our stage. When I suggested different ways of doing things, I was told to sit down and take responsibility for my "poor performance" as a salesperson. My "poor performance" had me seriously re-considering my career choices.

PR put voice to the frustrations we faced as a company, and credence to the solutions we needed. The days of Glengarry Glen Ross are all but dead as the modern salesperson can work smarter instead of harder.

This read is a quick must for anyone trying to put together a sales/marketing team for SaaS enterprise endeavors.

---

## **Oleg Dats says**

I have built a sales department based on this book.

---

## **Daria says**

Great collection of resources for SaaS sales. It's less about the art and psychology of selling and more about logistics of running a sales team and best strategic practices. This book crystalized a lot of practices we've already been doing intuitively. It helps systematize those practices and rank them based on importance. Pretty short and straight to the point.

---

## **GoldGato says**

If you manage a large sales force or if you run a small business, this book should be able to help improve sales prospecting. It would help if you use systems, such as a database for sales and marketing, but even if you are self-employed and have to sell on your own to expand your business, you can gain some new thoughts here.

Prior to the new century, the average sales rep kept track of prospecting via a manual process of index cards and notebooks, showing the name of a potential client including such important data as phone number, address, needs, and personal information. Then Salesforce came along in the late 1990s. Originally used as an online Tickler System for sales, it has since expanded into its own industry, turning the entire CRM (Customer Relationship Management) process on its head. Now it's difficult to imagine any business operating without Salesforce as part of the selling flow.

In this book, Aaron Ross, who helped grow the revenue for SFDC (salesforce.com) exponentially, provides a clear explanation of how he and his team accomplished that while teaching the reader some very good tips and tricks. Eschewing the old world concept of cold-calling a Lead in the hopes of eventually getting a sale, Ross takes us through a more holistic approach, by using warm marketing to reach the prospective client.

There are helpful suggestions for re-evaluating the sales funnel and sales pipeline while also showing the main metrics to be tracked.

I live and breathe within Salesforce, so the book was easy to read. But given the expense of Salesforce for smaller businesses, the book can still be used as a clear explanation to tackle the always needed task of selling to new clients. The idea is to triple your revenue and to do so *predictably*. That is, if you have a firmly established sales hunting system, you can more reliably predict future bookings and have fun doing it.

Book Season = Year Round (B2B, B2C, C2C)

---

## **Ryan Lackey says**

Ugh. There were a couple decent insights here, but it was entirely too long (at 6h as an audiobook) and too obnoxious. I hate business books which would be better presented as a 5m talk or 1-3 page document.

The essential information: specialize your sales team and separate out the new-leads prospecting ("SDR") from the rest of your sales team (AE, CSM, MRR). While it is fairly obvious that one might separate this out from account execs, separating it out from market response reps (who deal with inbound leads) is less obvious. Apparently at Salesforce.com this was validated experimentally.

The second piece is: have your SDRs do prospecting in a way other than making literal cold calls on the telephone. In 2016 I don't think anyone real actually picks up unsolicited phone calls, so this is obvious.

Other than that, the biggest insight from the book is: if you have a narrator of a different gender, you're stuck with either having her say "I" meaning "you", or referring to you in the third person a lot, which makes you seem like a pompous tool.

Warning: most of the book is an advertisement for other services this guy sells (sales consulting), and extensive references to the website.

Also, it should be obvious, but this sales process only works for products in the \$1k to 100k LTV range. If you try it with cheaper products you burn too much money. If you try it with genuinely high value products, you'll piss off/lose the customer. It works for salesforce.com SMB/mid-market size.

Probably wouldn't bother reading/listening to this; just accept that sales team specialization is important. Maybe the book was groundbreaking when written (which was Some Time ago, given repeated references to "BlackBerry-sized emails")

---

## **Branimir says**

This is one of the best biz books I have read, and it clearly outlines a tested process.

What I liked best is that it provides a good summary of the different steps and goes into just enough details.

Aaron Ross focuses on best practises to minimize sales or business effort; improve focus; put a clear process (for sales or any part of the business) at place and automate tasks, where possible.

I recommend the book to anyone that looks for a way to systematically apply improvements to his/her business or unit of operations. Of course, the main topic is sales :)

---

### **David Bradley says**

I loved this book. Read it cover to cover and took notes (13-pages worth, including some diagrams)!

Awesome book for sales team leaders, executives, and entrepreneurs. Most sales books are on how to get the sale, but this is the much more vital sales process.

I love how Aaron breaks down every aspect, like what the main sales roles are and when to break off new roles, how to create self-managing weekly meetings and how they can inspire employees to be mini-CEOs and so on.

Definitely a worthwhile read for businesses of all sizes.

---