

A large, red, glossy funnel is centered on the page. The funnel is divided into four sections. The top section contains the word 'THE' in large, bold, black letters. The second section contains the text 'On Fixing Anemic Sales Pipelines' in white. The third section contains the word 'PLAYBOOK' in large, bold, black letters. The fourth section contains the text 'Volume I: Prospecting' in white. Below the narrowest part of the funnel is a red sphere with a green dollar sign (\$) inside it.

THE

On Fixing Anemic Sales Pipelines

PLAYBOOK

Volume I: Prospecting



Christopher Bass MBA

Praise for THE PLAYBOOK

I'm truly impressed with Christopher Bass's *The Playbook on Fixing Anemic Sales Pipelines, Volume 1: Prospecting*. This book is a very easy read, filled with vital information that inspired me to not only keep reading, but to implement Christopher's methods IMMEDIATELY.

I would definitely include *The Playbook on Fixing Anemic Sales Pipelines, Volume 1: Prospecting* as one of my top ten favorite books. I will refer this book to my business associates as a MUST read!

Rhonda Gregory Brent – Business Owner

Although I am new to sales, I think *The Playbook on Fixing Anemic Sales Pipelines, Volume 1: Prospecting* gives very practical instruction. It is easy to understand, but at the same time supplies readers with insight into other advice from experts in this field.

Betty Romero – NBC Universal

What I like most about *The Playbook on Fixing Anemic Sales Pipelines, Volume 1: Prospecting* is Christopher Bass's simple-to-understand approach that anyone can apply. This is valuable information.

Saffouh Dabboussi – Dabboussi Insurance Services, Inc.

Wow! I want more! Christopher Bass's *The Playbook on Fixing Anemic Sales Pipelines, Volume 1: Prospecting* is very interesting and thought provoking, invigorating the reader (sales person) to be better. I have attended Christopher's valuable workshops and from those I could not have expected anything less in his book. *The Playbook on Fixing Anemic Sales Pipelines, Volume 1: Prospecting* will definitely enhance your career as salesperson.

Aurora Ramirez– Pre-Need Counselor, Dignity Memorial

Absolutely spot on! I have read a number of books on sales over my fifteen-year career, and I can say Christopher Bass's ***The Playbook on Fixing Anemic Sales Pipelines, Volume 1: Prospecting*** hits home on many points. No matter if you are new to sales or have been in sales for a while, this is a must read for anyone looking to substantially drive more top line revenue.

Clay Warren – VP Sales, Data Pipeline, Inc.

In an industry that is considered one of the toughest and has a high early burn-out rate, there is a reason Christopher Bass has over twenty years of experience in sales, and has become an expert and highly sought-after sales trainer. Get ready to do some highlighting and underlining as Christopher Bass walks you through his tested and proven steps that take anyone from nurturing prospects to closing a deal. Whether you are new to sales and need to absorb all you can, or you are a seasoned professional reading this material for a brush-up, there is something here for everyone. You will learn how to define your target (what works, and what doesn't), how to open doors and move through the process, timing, words to use, who to talk to, and how to navigate your own and your prospects' pain points. But most importantly, if you replicate the guidance in Christopher's book, you WILL close more sales.

Gabriella Sande Waterman – Owner, GSW Financial Partners

In ***The Playbook on Fixing Anemic Sales Pipelines, Volume 1: Prospecting*** I really like how Christopher Bass deconstructs the sales process and focuses on lead generation and prospecting. Coming from a professional sales background myself, I appreciate how Christopher breaks lead generation and sales down into parts and then speaks to each part, making his process a great tool for sales teams, as well as entrepreneurs. Christopher's book is to sales what a blueprint is for an architect.

Patti Smith – Innovative Coaching, LLC

When Christopher Bass teaches, you want more. His direct, no-nonsense style engages my thinking in a way I rarely encounter. You will absorb the plethora of insights ***The Playbook on Fixing Anemic Sales Pipelines, Volume 1: Prospecting*** has to offer, from start to finish. Definitely a must read for anyone in lead generation and sales!

Adrian Harper – CEO, Cloud 77

THE PLAYBOOK

on Fixing Anemic Sales Pipelines



Volume I: Prospecting

THE PLAYBOOK

on Fixing Anemic Sales Pipelines

Volume I: Prospecting

By Christopher Bass MBA

Surrogate Press™

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Acknowledgments

Writing a book is never a solo endeavor. It is more like a team sport. At least that is what I learned in writing this book, which would not have been possible without the help, advice, and expertise of some very special people.

First let me thank Stacy Dymalski, my editor and one of the main reasons I decide to write this book as opposed to the many others books I had in mind. Stacy attended one of my sales seminars in 2017. Post event, Stacy informed me that she received so much value from the event, that if I had a book for sale she would have purchased it. This sentiment was echoed by many other participants. From that point on, I participated in two of her writing workshops and used her great editing skills to produce this book you have in your hands today.

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Introduction

To find or to be found, that is the question. Or at least that sounded great when I thought about it. In all seriousness, this does seem to be the great debate of our time when it comes to how to build a pipeline of qualified prospects. You might be more familiar with the framing of this debate with such terms as inbound marketing vs. outbound prospecting. While I understand the premises of each side of the debate, my practical question, “does it matter”?

Consider this situation. If you are hunting for food to feed your family, wouldn't you capture your target more efficiently and effectively if you use bait? Of course! But what if you had no effective bait, or what if the target does not take the bait, what would you do? Would you sit there all day waiting? Or would you go out looking for that target?

Let's consider fishing. My grandfather is an avid fisherman. While I have never gone on a fishing trip with him, I have often heard him speak about the importance of using the right bait. What would happen if you had the wrong bait or if you were unsuccessful in your quest to catch any fish for your family to eat?

The answers to any of the above questions depend on how much your family needed food, or how much help you had in capturing this food, or even what your resources or tools you possessed. Now, I don't hunt nor fish for my food. I simply go to the local grocery store and purchase my food. Be that as it may, my point here should be obvious. I don't see the pragmatism in this debate, because from my experience it is not a question of either or, but rather one of both. Because depending upon your unique set of circumstances, and unless you are going to go out and buy “qualified prospects” for your pipeline, (which is a viable option for many companies both small and large) one way of getting qualified prospects may in fact be better than the other. However, in most situations, a combination approach of inbound and outbound is the best

“broad strategy” for efficaciously generating qualified prospects for your empty pipeline.

Granted, I know that my fundamentally sound points above will not cease this debate. One can only try! While I understand that this book is more about finding qualified prospects rather than having them find you, my aim is to help you, the reader, open your mind and expand your options to include strategies from both inbound marketing and outbound prospecting in your quest to generate more qualified opportunities. This is extremely more important in that it has become progressively difficult to do so for many businesses.