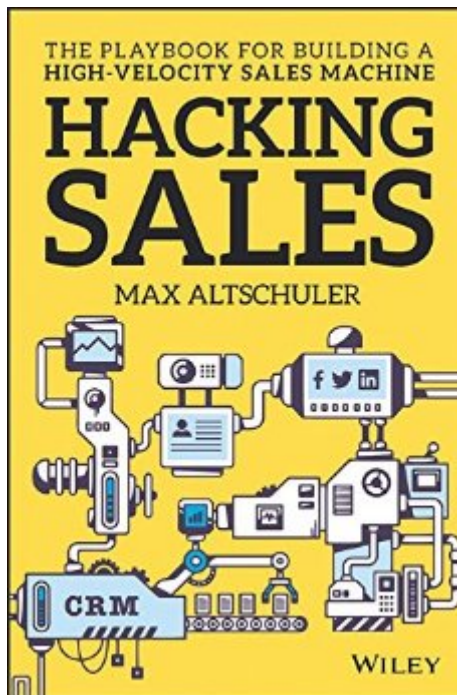


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# Hacking Sales: The Playbook For Building A High-Velocity Sales Machine



## Synopsis

Stay ahead of the sales evolution with a more efficient approach to everything Hacking Sales helps you transform your sales process using the next generation of tools, tactics and strategies. Author Max Altschuler has dedicated his business to helping companies build modern, efficient, high tech sales processes that generate more revenue while using fewer resources. In this book, he shows you the most effective changes you can make, starting today, to evolve your sales and continually raise the bar. You'll walk through the entire sales process from start to finish, learning critical hacks every step of the way. Find and capture your lowest-hanging fruit at the top of the funnel, build massive lead lists using ICP and TAM, utilize multiple prospecting strategies, perfect your follow-ups, nurture leads, outsource where advantageous, and much more. Build, refine, and enhance your pipeline over time, close deals faster, and use the right tools for the job—this book is your roadmap to fast and efficient revenue growth. Without a reliable process, you're disjointed, disorganized, and ultimately, underperforming. Whether you're building a sales process from scratch or looking to become your company's rock star, this book shows you how to make it happen. Identify your Ideal Customer and your Total Addressable Market Build massive lead lists and properly target your campaigns Learn effective hacks for messaging and social media outreach Overcome customer objections before they happen The economy is evolving, the customer is evolving, and sales itself is evolving. Forty percent of the Fortune 500 from the year 2000 were absent from the Fortune 500 in the year 2015, precisely because they failed to evolve. Today's sales environment is very much a "keep up or get left behind" paradigm, but you need to do better to excel. Hacking Sales shows you how to get ahead of everyone else with focused effort and the most effective approach to modern sales.

## Book Information

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## Customer Reviews

First off, Max Altschuler is an incredible human being. I've met him, and done business with him.

He's a friend, a leader, and an inspiration to countless people through his Sales Hacker events and workshops all across the nation. That being said, I had high expectations going into reading this book. And my expectations were not only met, they were exceeded. After reading this book, your takeaways (as stated by Max in Chapter 16) should be:

- 1) How to figure out your ideal customer profile (ICP)
- 2) How to map your total addressable market (TAM)
- 3) How to find the companies in your TAM and harvest accurate data
- 4) How to build lists of potential buyers
- 5) How to find the contact information of potential buyers at scale
- 6) How to find different strategies for targeting prospects
- 7) How to properly segment lists
- 8) How to look at the messaging process and how to track, measure, and optimize your outbound emails
- 9) How to implement outsourcing and how to hire, train and manage virtual assistants
- 10) How to pick a CRM system that best fits your needs
- 11) The best ways to nurture and follow up with leads
- 12) The process for preparing for your first call
- 13) How to negotiate, handle objections, and close the deal
- 14) How to navigate introductions, how to phrase introductions, and how to get your point across
- 15) The importance of asking for referrals
- 16) How to use bonus sale hacks

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Sales: A Beginners Guide to Master Simple Sales Techniques and Increase Sales (sales, best tips, sales tools, sales strategy, close the deal, business ... sales techniques, sales tools  
Book 1) 42 Rules for Building a High-Velocity Inside Sales Team: Actionable Guide to Creating Inside Sales Teams that Deliver

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