



# Coherent Sales Consulting

## Edward C. Callahan, Jr

*A program for using LinkedIn  
to shrink sales cycles and increase close rates*

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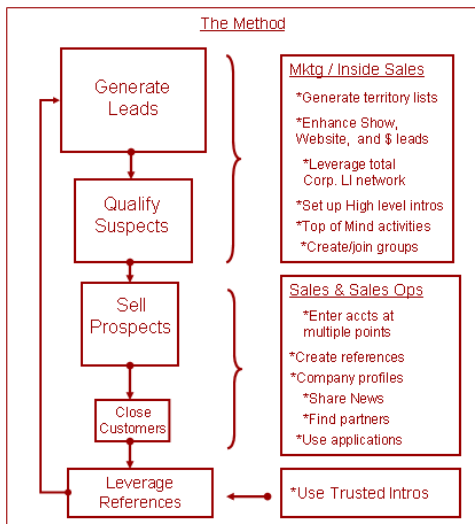
### Doing More with Less

The major goal of CEO's of many companies today is survival. To endure a recession of unknown length, companies need to do more with less: less budget, less people, fewer prospects, and longer sales cycles. With the experience in previous downturns and in the aftermath of 9/11, everyone observed the following conditions:

- Less opportunities entered the pipeline, as all but critical projects were frozen
- Buyers with less budget squeezed vendor's margins
- Win-rates dropped (even A-players struggled)
- Decision cycles blew out and many opportunities ended in no-decision
- Sales head-count dropped drastically as A-players sought greener pastures and B- and C players were let go\*

### Even in good times selling isn't getting any easier

Even in the best of times selling has been made more challenging by the Internet. Instead of choosing to talk with a sales rep, anyone can visit your company website to research your products likelihood of being a solution for their problem. Even worse there are websites which compare solutions for potential buyers. Now there are social media tools which enable them to seek answers and opinions from people they know and trust.



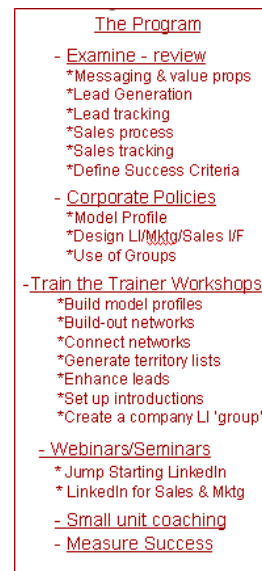
\*This paragraph is used with permission of Advanced Marketing Concepts, [www.admarco.com](http://www.admarco.com), with which Coherent Sales Consulting partners in providing corporations with customized training and ASP delivered sales and marketing alignment tools.

### Sales and Marketing Alignment

Like never before sales and marketing have to be operating in perfect synchronization. Marketing must create sales ready messaging for their sales teams to address business, not product issues. Marketing has to focus on generating highly qualified and actionable leads. Sales have to use all the market intelligence available to create an unfair advantage for itself. Everyone has to insure that an opportunity is truly qualified with an urgent problem that can be solved by you in a differentiated way and that there is committed budget for it now.

### Using Internet 2.0 tools to overcome 1.0 challenges

LinkedIn is an Internet 2.0 tool that lends itself to joint use by both marketing and sales in the pursuit of revenue. Coherent Sales Consulting has created a methodology, see The Method graphic, for using the LinkedIn platform to increase sales and leverage the collective corporate "reach". Coherent will customize a program for your corporation which consists of the major bullets in The Program graphic.



### About Coherent Sales Consulting

See [www.CoherentSalesConsulting.com](http://www.CoherentSalesConsulting.com) to learn more. Ed has been helping individuals and corporations learn how to use LinkedIn in pursuit of business objectives for the past four years. Ed also writes a blog about sales, including LinkedIn tips; view it at [www.CoherentSalesBlog.com](http://www.CoherentSalesBlog.com).