1. A Summary:

If you watch “Shark Tank,” you’ll notice that all of the sharks ask the business owners about their sales to date. It’s usually the first question they ask. That’s because revenue streams and sales processes are the number one factor in determining business performance. Without a pipeline and cash coming in, the business will fail. It all comes down to a healthy regard for the sales process. Healthy pipeline, healthy company. Institute for Excellence in Sales co-founder Fred Diamond will guide you through some processes to ensure your pipelines are full and your company’s culture is focused on healthy sales.

Biography:

Fred Diamond is the cofounder and president of the Institute for Excellence in Sales (IES) based in Washington DC. The IES is the premier organization devoted to helping sales leaders hire, retain and motivate top tier sales talent. IES has become the industry’s trusted partner for sales training, speakers, programs, and services. Fred is also the host of the popular Sales Game Changers podcast. The IES connects the top sales speakers, authors, and trainers in the world to sales leaders. IES also helps organizations determine the best sales training partner to engage with and run sales training programs for them.

Many people knew Fred as a world-class marketing consultant to companies such as Microsoft and Oracle before he started the IES. His motto was “Marketing that doesn’t lead to revenue reward is a huge waste of time and money” demonstrated that it's about accelerating the sales process.