Revenue Engine

Steve Woods, Alex Shootman

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Revenue Performance Management might be the last major bastion for corporate investment.

In a world of changing buyer behavior and access to new levels of buyer understanding, companies who are serious about revenue growth now have the tools to respond appropriately.

In this thoughtful, complete discussion, Steven Woods author of the acclaimed book Digital Body Language and Alex Shootman deliver a comprehensive analysis of how and when to engage buyers using revenue tools ranging from social media to field sales, how the revenue engine can be measured, and how to optimize for maximum revenue growth.

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