

CHAPTER THREE

INSIGHT-LED SELLING

Line of Business Insights



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It Takes a Village

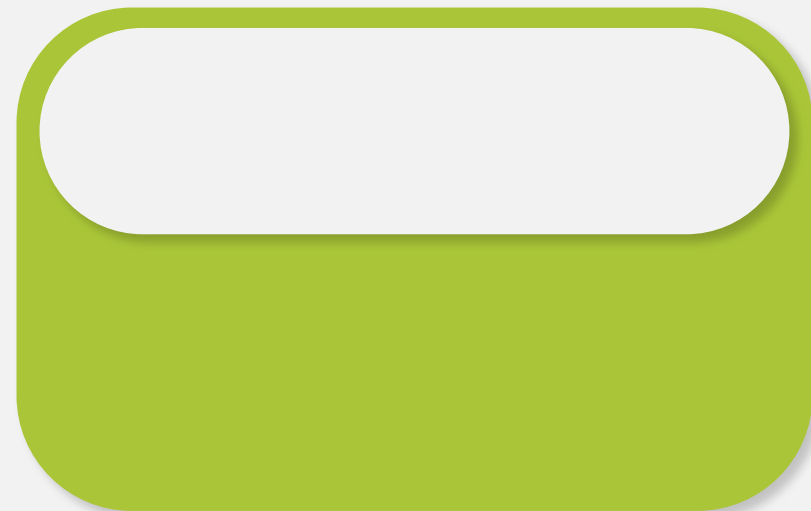
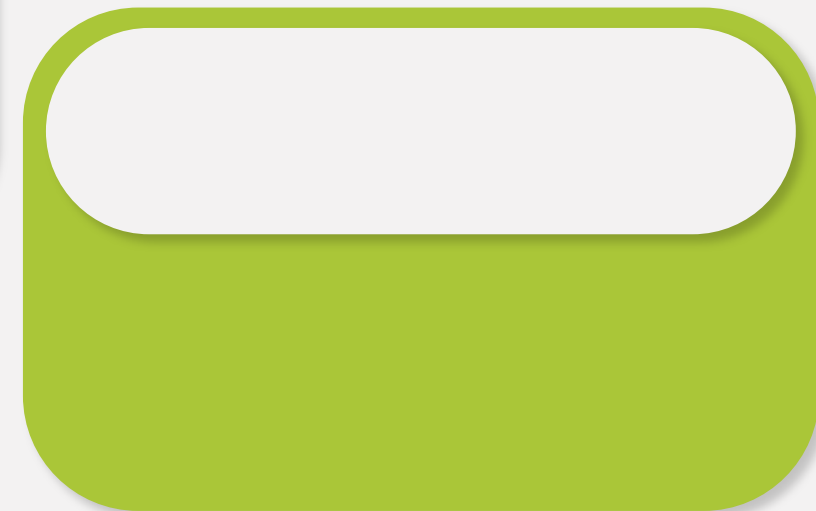
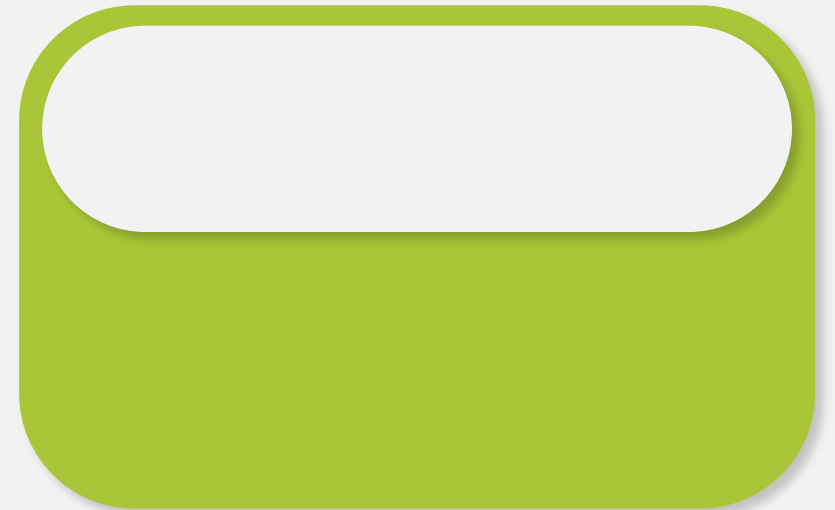
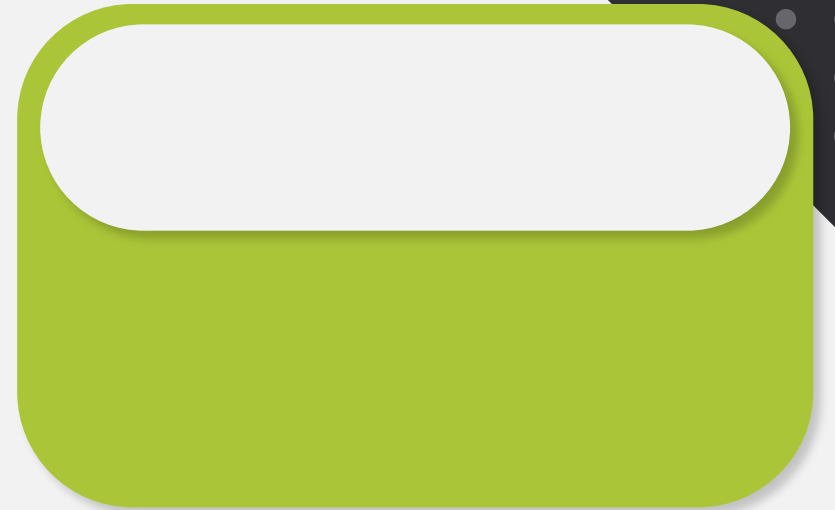
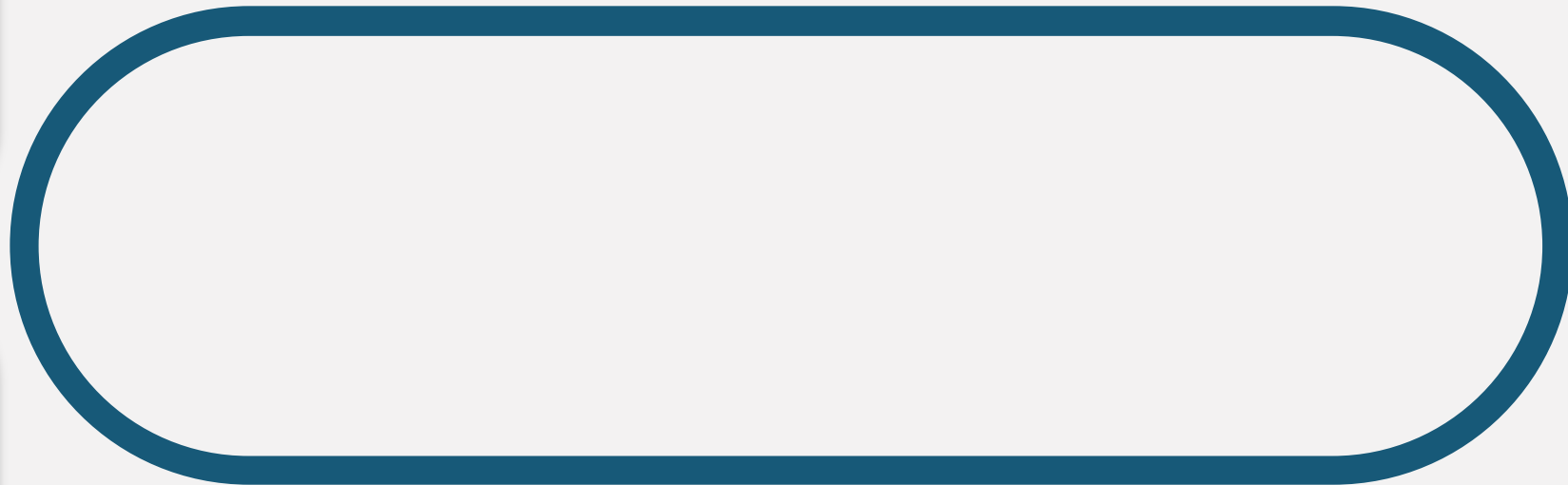
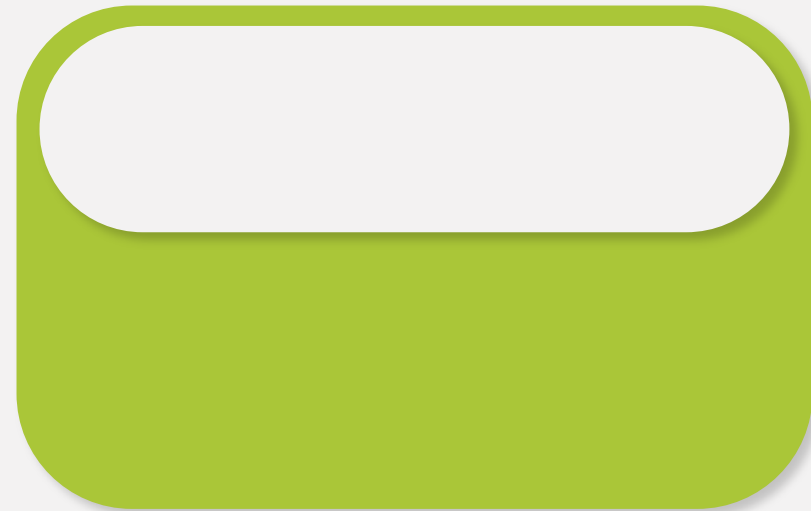
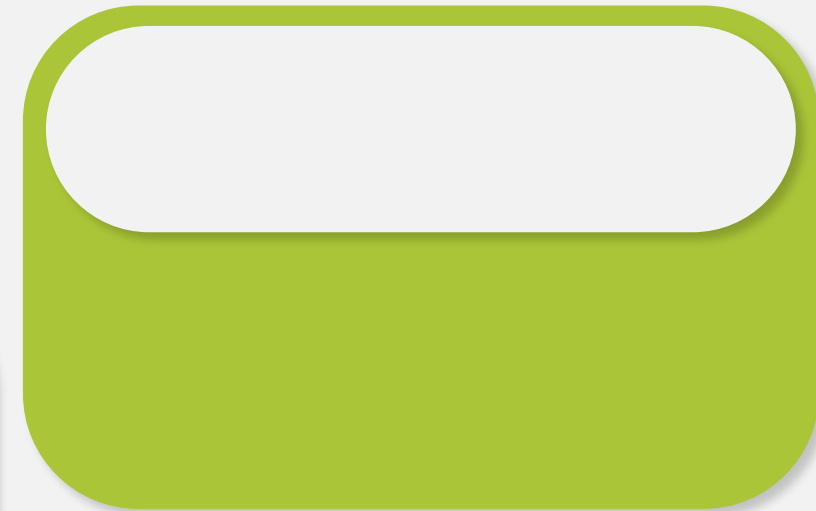
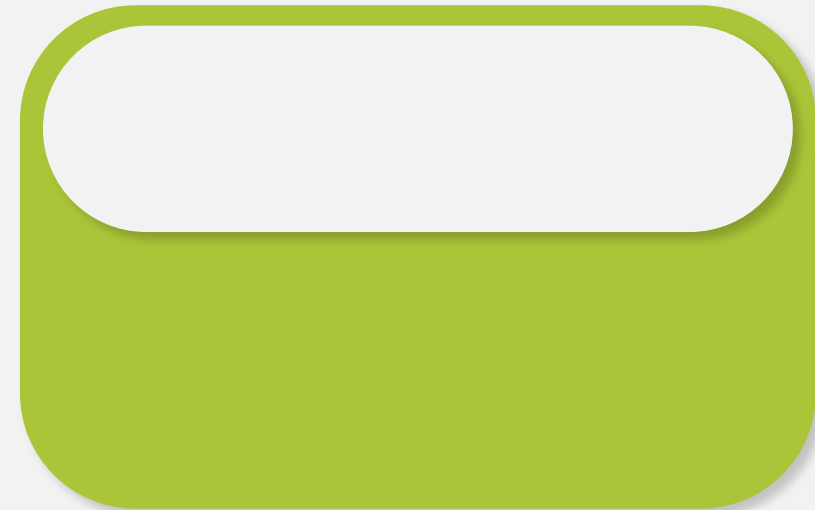
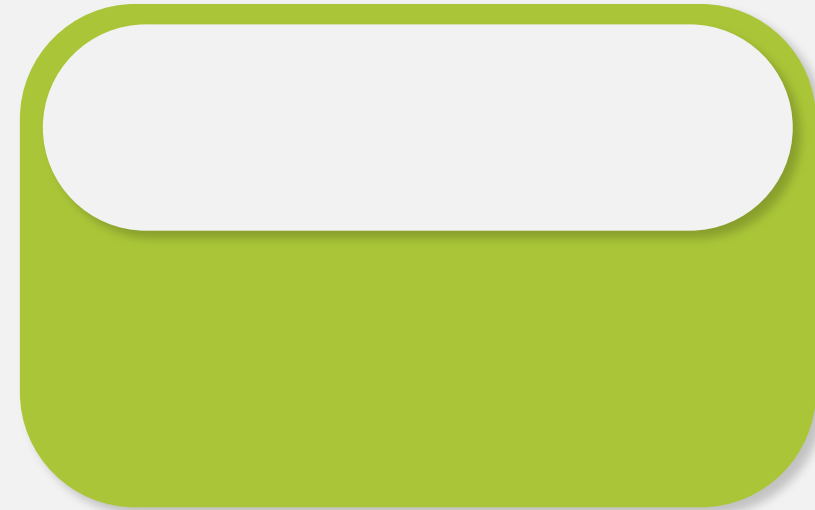
- Use this template to better understand the lines of business aligned with company-wide goals, how they are supporting the goals, and identify additional buyers to engage with.
- It is a valuable activity to complete as part of account planning.

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It Takes a Village Template



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Buyers Alignment Framework

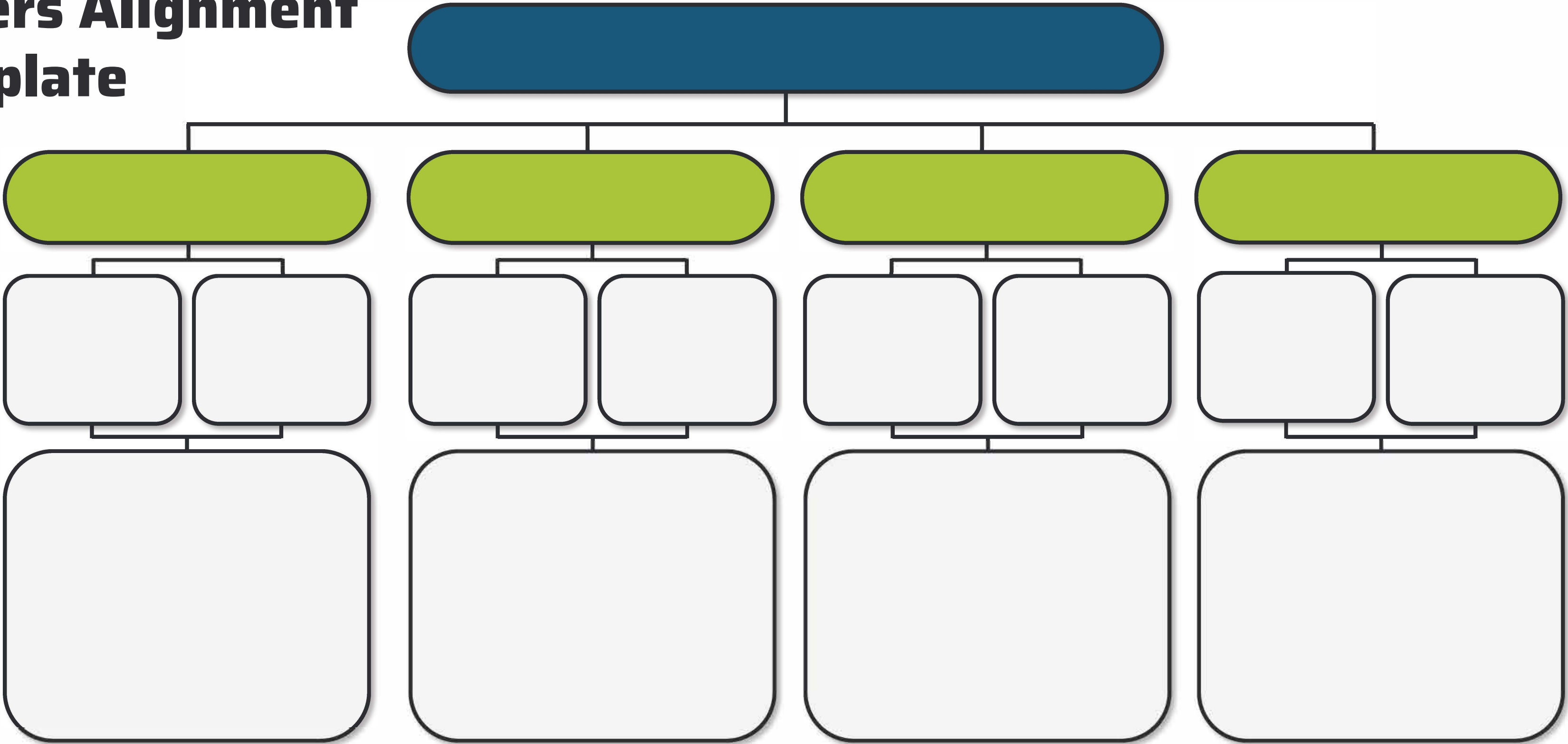
- Use this template to identify additional lines of business to engage with and help tailor your sales message to individual buyers.
- It is a valuable activity to complete as part of account planning and preparing to talk to buyers.

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Buyers Alignment Template



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