



to make account planning part of your reps' daily workflow. Or, how to shorten sales cycles and increase pipeline visibility by implementing CPQ with decision path logic and calculations for companies that have complex and interdependent solution offerings.

"As sales leaders start their sales transformation journey," says Jim Dickie, Managing Partner at CSO Insights, "it is important they realize that it is not easy; it is not fast; it is not cheap. But also remember: it is not an option!"

The CSO's Guide to Transforming Sales is officially released April 1st. CSO Insights welcomes you to download a complimentary copy of The Guide so you can get started on your sales transformation initiative.

## About CSO Insights

CSO Insights is a sales and marketing effectiveness research firm that specializes in measuring how companies leverage people, process, technology, and knowledge to improve the way they market and sell to customers. For over twenty years, CSO Insights' surveys of over 20,000 sales effectiveness initiatives have been the standard for tracking the evolution B2B sales, revealing the challenges that are impacting [sales performance](#), and showing how companies are addressing these issues.

## Media

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- To interview Barry Trailer, please email [Barry.Trailer@csoinsights.com](mailto:Barry.Trailer@csoinsights.com) or call 916-712-9621
- To obtain a PDF copy of The Guide, please email Kim Cameron at [kim.cameron@csoinsights.com](mailto:kim.cameron@csoinsights.com) or call 775-831-9013

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