



Predictable Revenue

PREDICTABLE REVENUE TOOLKIT—FOR LEADERS

e-Learning Courses to Turn Your Sales into a Sales Machine

- Greatness does not come without great sales training and great sales processes

Triple Qualified Leads

- Learn how sales team specialization and technology will 10X your lead gen efforts

Close More Deals

- With better training, more leads, and more prospect touches, your team will close more



Vado and Predictable Revenue

Vado partnered with the authors of the best-selling book, Predictable Revenue to create bite sized, e-learning courses that build the skills needed to Triple Qualified Leads, Close More Deals, Save Time and Money, and to Build a World Class Sales Team.

Meet the Authors



Aaron Ross

Aaron is the award-winning, best selling author of Predictable Revenue: Turn Your Business Into a Sales Machine With the \$100 Million Best Practices of Salesforce.com, which has been a #1 bestseller on Amazon.com. He built the outbound prospecting sales team at Salesforce.com, which helped generate an additional \$1 billion in revenue. As founder of

Jason Lemkin

Jason is Managing Director of Storm Ventures and writes the #1 SaaS blog www.Saastr.com. Jason founded and was CEO of EchoSign, the web's most popular electronic signature service. Jason led EchoSign from \$0 to \$100 million+ in revenues and through a successful acquisition



PREDICTABLE REVENUE TOOLKIT

The Predictable Revenue Toolkit for Leaders contains 12 courses.

Bundle	#	Course Title
Predictable Revenue: An Introduction	1	How to Triple Your Sales
	2	Why Sales People Shouldn't Prospect
	3	Sales Tools and Technology
Lead Generation: Seeds (Customer Success)	4	Seeds and Word of Mouth
	5	Customer Success and Growth
	6	Lifetime Customer Value
Lead Generation: Nets (Inbound Marketing)	7	A Framework for Inbound Lead Generation
	8	Common Marketing Failures
	9	The Most Important Growth Metric
Lead Generation: Spears (Outbound Prospecting)	10	Outbound Prospecting: The Business Case
	11	Building an Outbound Team
	12	Maintaining an Outbound Team

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