

The Sumo Advantage Leveraging Business Development To Team With Heavyweights And Grow In Any Economy

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The Sumo Advantage provides the strategies and tactics to help you find and partner with sumos. If you are unaware of the distinctions between sales and BD, then your sales-only focus may be what is holding you back. Once you understand and really believe that sales and business development are very different functions, the sky's the limit on growth.

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Notes: The Sumo Advantage 1. An entrepreneurs alignment with a major market force, capability, or accelerator with the intent to grow market share and crush the competition. 2. A business effort that is extremely difficult to achieve but when done correctly propels an entrepreneur to a growth phase virtually impossible to replicate.

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The Sumo Advantage course, you'll learn how to build and sustain BD initiatives that will propel your enterprise. You'll learn how to design and build your company's BD Layer™ to turbo-charge sales efforts and growth. You'll discover how to identify potential partners and entice them to partner with you in a win-win scenario.

The Sumo Advantage - Growth Institute

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The Sumo Advantage : Leveraging Business Development to ...

The Sumo Advantage is an innovative and powerful approach to business development that can propel a company to greatness. For early stage tech companies Bernie's philosophy on strategic relationships can pave the way for incredible success. This book is at the top of the recommended reading list for all of our portfolio companies.

The Sumo Advantage - Bernie Brenner

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Tangible, sustainable growth will come from building and

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Bernie Brenner, "The Sumo Advantage" Book Launch

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Sumo Advantage : Leveraging Business Development to Team

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Leveraging the sumo advantage means you will get some of the sumo's power—intelligence, market share, infrastructure, expertise, etc.—to battle YOUR competition, not theirs. When you partner with a sumo you can achieve a number of different goals for your

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business. Whether your goal is revenue generation, increasing your market share or avoiding duplication of effort and reinventing the wheel, partnering with a sumo will accelerate your growth and goal-attainment process.

Leveraging the Sumo Advantage: A Clear and Present Danger

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The Sumo Advantage is short, to the point, and it's rich in tips you can immediately apply. Overall, the book focuses on forging strategic partnerships to boost a company's sales and reach. But it...

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The Meaning of Leverage in Business . The concept of leverage in business is related to a principle in physics where it refers to the use of a lever that gives the user a mechanical advantage in moving or lifting objects. Without leverage, such a task might not be accomplished.

Leverage Can Benefit Your Small Businesses

Leveraging the sumo advantage means you will get some of the

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Team's power—intelligence, market share, infrastructure, expertise, etc.—to battle YOUR competition, not theirs.

Leveraging the Sumo Advantage: A Clear and Present Danger

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You need strategic, Fortune 1000 powerhouses. Partnering with giants is complicated, but most companies, even the smallest ones, can benefit from creating such a bond through a strong business development (BD) effort. In *The Sumo Advantage*, you'll learn how to build and sustain BD initiatives that will propel your enterprise.

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Bernie has spent his career building companies to disrupt mature

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markets by leveraging partnerships with the Fortune 1000 to establish credibility and build scale into a business. His best-selling book, *The Sumo Advantage*, is based on proven methods for identifying, negotiating and managing hundreds of large scale strategic partnerships.

Bernie Brenner - Growth Institute

Partnering with giants is complicated, but most companies, even the smallest ones, can benefit from creating such a bond through a strong business development (BD) effort. In *The Sumo Advantage* ...

Bernie Brenner - CEO - Rollick, Inc. | LinkedIn

The biggest advantage of leverage is that it helps in increasing the

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Liquidity available to the company because when company takes loan or debt it receives cash from the lender and that cash can be used by the company for variety of activities like purchasing new machinery or building which will help in increasing the efficiency of the company or company can use the cash for buying other companies which will increase in scale of operations of the company and so on.

Judo, often translated as "the way of gentleness, " is a century-old martial art that employs quickness and agility to help devotees

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overcome adversaries who seem to be more powerful. The authors turn these principles around for a corporate audience, showing how they can also be used to help companies battle bigger and stronger competitors.

The authors of the bestselling *Competing on Internet Time* (a *Business Week* top 10 book) analyze the strategies, principles, and skills of three of the most successful and influential figures in business—Bill Gates, Andy Grove, and Steve Jobs—offering lessons for all managers and entrepreneurs on leadership, strategy and execution. In less than a decade, Bill Gates, Steve Jobs, and Andy Grove founded three companies that would define the world of technology and transform our lives. At their peaks, Microsoft, Apple, and Intel were collectively worth some \$1.5 trillion. Strategy

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Rules examines these three individuals collectively for the first time—their successes and failures, commonalities and differences—revealing the business strategies and practices they pioneered while building their firms. David B. Yoffie and Michael A. Cusumano have studied these three leaders and their companies for more than thirty years, while teaching business strategy, innovation and entrepreneurship at Harvard and MIT. In this enlightening guide, they show how Gates, Grove, and Jobs approached strategy and execution in remarkably similar ways—yet markedly differently from their erstwhile competitors—keeping their focus on five strategic rules. *Strategy Rules* brings together the best practices in strategic management and high-tech entrepreneurship from three path-breaking entrepreneurs who emerged as CEOs of huge global companies. Their approaches to formulating strategy

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and building organizations offer unique insights for start-up executives as well as the heads of modern multinationals.

EVERYTHING YOU NEED TO BUILD REVENUE-GENERATING PARTNERSHIPS Corporations have profited from strong business development strategies for years. So it's no surprise that of the half-million new businesses created each year, the most successful ones are driven by business development. Now, savvy professionals on the business side of a startup have a reliable guide to perfecting the partnership strategies that will quickly add value to any company. *Pitching & Closing* gives you concrete action steps for mastering the specific skill set today's business-development professionals need to define their roles and meet revenue expectations. Written in practical terms by playmakers at Twitter

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Team SocialRank, this A-to-Z guide walks you through forging relationships, pitching a company's product, building a network, sourcing deals, making rejection positive, and staying cool while closing large deals. Firsthand accounts from business development executives across many industries, from tech to television to finance, bring to life such topics as: How to consistently identify and land the best strategic alliances for your business Why people say "yes" and why they say "no" Etiquette for making introductions and reaching out to people in ways that elicit responses Monitoring core metrics to know where to invest your time In addition to implementable advice and techniques from the top minds in the industry, this complete resource features an entire section of best practices for every step of the partnering process. Make your moves with the confidence of having a team of experts at your back. The

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road from startup to IPO starts with Pitching & Closing. PRAISE FOR PITCHING & CLOSING "This book is a must-read for anyone in the business of transforming professional relationships into powerful strategic partnerships." -- Adam Bain, President of Global Revenue at Twitter "Pitching & Closing does a phenomenal job of giving you a seat in the room during some of the biggest business development deals of late. Anyone who reads this book will come away with a deep understanding of business development in the world of startups." -- Dylan Smith, CFO of Box "Pitching & Closing is the definitive guide to partnerships for the next generation of entrepreneurs and business leaders." -- Adam Braun, Founder and CEO of Pencils of Promise "An honest and insightful look at the delicate and complex handling of business development [that] guides readers on how to turn good ideas into great

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partnerships." -- Kyle Kelly, Business Development & Analysis at Zappos.com "Alex Taub and Ellen DaSilva have written the bible for business development in startup land--a well-researched, easily accessible accounting of best practices and tips of the trade from the people who are leaders in opening and closing deals that define some of the most exciting new companies on the landscape." -- Laurie Racine, Board Member, Creative Commons "I never thought I'd read a book that not only explains how nuanced business development can be, but also actually gives you what you need to take teams big and small to grow their business through partnerships. Impressive and fun to read." -- Paul Murphy, CEO of Dots and Partner at Betaworks

Business Development is not just a sexy job title - it's a growth tool

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for companies. The only problem is, everyone expects you to learn "how to do BD" on the job. You can spend years figuring out what makes for successful partnerships, or you can learn a proven framework for thinking about and pursuing business development opportunities from a renowned expert. "What, Exactly, Is Business Development" provides exactly that. Over a 15+ year career, spanning companies ranging from American Express to WeWork, Scott Pollack has made all the mistakes, learned all the lessons, and has figured out the right way to do Business Development. He's taught hundreds of students in live workshops across the world, and now he's bringing those lessons to you in this book. TESTIMONIALS: "Whether you've been working in business development for years or are just starting out, this book is a blueprint that will ensure you maximize growth" FRANCIS LOBO,

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Chief Revenue Officer, WeWork"Scott's work is an essential read for those in, looking to break into, or have a better understanding of Business Development."KENNY HERMAN, Vice President, Business Development, Shutterstock"It's great to see Scott sharing what he's learned in this excellent primer on modern Business Development"CHRIS FRALIC, Partner, First Round Capital

A timely and practical guide that helps senior managers design successful strategic partnerships Strategic alliances are increasingly common among modern corporations and a hot topic in today's business schools. Alliance is a sophisticated guide to crafting successful partnerships, offering a combination of carefully designed checklists, up-to-date examples and scenarios from around the world, and the tools needed to ensure that all elements of an

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alliance are taken into account and fully assessed. Most managers don't have the experience or knowledge to create a functional alliance governance structure. This book fills that knowledge gap with a clear description of the proper implementation process. Ideal for business leaders engaged in building a corporate alliance and business school students Covers all of the available alliance structure, describes the building blocks of alliance design, and defines an effective process for managers constructing alliances Written by a leading expert on the subject who is a member of the Board of Directors of the Association of Strategic Alliance Professionals As the popularity and frequency of corporate strategic alliances grows, Alliance gives business leaders the insight and practical advice they need to ensure their partnerships benefit all parties.

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Everyone thought Eric Ryan and Adam Lowry were crazy to start Method, a new cleaning products company. The category had long been dominated by P&G, Unilever, and Colgate-Palmolive. Those giants had so much clout with the retail chains that their soaps had barely needed updating for decades. But by taking advantage of its underdog position, Method carved out a very profitable niche: environmentally sound products in stylish, innovative packaging. Despite having a far smaller marketing budget than their competitors, Method connected with a substantial minority of people who wanted to "buy green" but who also wanted high-quality products. Marketing expert Stephen Denny argues that, like Method, any brand can directly challenge the giant of its category and not only survive, but thrive. While it's inconvenient to be the

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little guy, it can also be a blessing in disguise. Giant-killers can afford to shake things up and take bold steps. They can be faster and nimbler than giants who are too slow and hidebound to make the painful but necessary changes to stay competitive. By the time they notice that slingshot, they're already keeling over. During his two decades in the trenches, Denny has taken on quite a few giants. And he has interviewed more than seventy other giant-killers across industries- from software to cosmetics to aviation-for their most powerful techniques. Our need to work smarter, with fewer resources, isn't dependent on the state of the economy or on any sense of stability you think you have in your industry. Denny's ten powerful strategies will help you overcome stale business thinking and bureaucracy. They include: ?Win in the last three feet. Leverage someone else's investment-just be there the moment the customer

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grabs their wallet. ?Create "thin ice" arguments. Shift the conversation to places where the competition can't-or won't-go. ?Fight unfairly. Learn how the underdog can turn the tables. From the hypercompetitive world of social media to high-stakes business-to-business sales to the trenches of retail, Killing Giants is The Art of War for a new era. It proves that size does matter-the size of the fight in the dog.

A playbook for mastering the art of bureaucracy from thought-leader Mark Schwartz.

Business Partnership Essentials walks you through every phase of business partnerships--from choosing the right partner and operating your business on a daily basis, all the way through to exit

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and planning for the unexpected. This book will serve t

The world certainly suffers no shortage of accounting texts. The many out there help readers prepare, audit, interpret and explain corporate financial statements. What has been missing is a book offering context and discussion for divisive issues such as taxes, debt, options, and earnings volatility. King addresses the why of accounting instead of the how, providing practitioners and students with a highly readable history of U.S. corporate accounting. More Than a Numbers Game: A Brief History of Accounting was inspired by Arthur Levitt's landmark 1998 speech delivered at New York University. The Securities and Exchange Commission chairman described the too-little challenged custom of earnings management and presaged the breakdown in the US corporate accounting three

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years later. Somehow, over a one-hundred year period, accounting morphed from a tool used by American railroad managers to communicate with absent British investors into an enabler of corporate fraud. How this happened makes for a good business story. This book is not another description of accounting scandals. Instead it offers a history of ideas. Each chapter covers a controversial topic that emerged over the past century. Historical background and discussion of people involved give relevance to concepts discussed. The author shows how economics, finance, law and business customs contributed to accounting's development. Ideas presented come from a career spent working with accounting information.

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