



The Sales Leaders Digest with Jon & Frida



🕒 1-minute read

- 📧 Your new newsletter co-authors & what to expect
 - 💪 The importance of allocating power managers
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Hey there,

It's Jonathon Ilett (The Global VP of Sales at Cognism) and Frida Ottosson (The VP of US Sales at Cognism) here 😊

We're excited to announce that we're officially taking over the Sales Leaders Digest.

We'll be taking turns to share super tactical insights.

So, whether you've got a process you want to refine or a change you want to make for the better of your reps, we've got you covered!

Here's what you can expect in upcoming newsletters ⬇️

- Spotlight insights from our Blueprint that enabled us to hit the \$50M ARR mark (check it out [here](#) in case you can't wait 😊)
- 1-2-1 interviews with other sales leaders in the space
- Templates for processes such as forecasting

And much more 👁️

Now, we don't want to end the newsletter here. We wanted to share a tip that enabled us to hit the \$50m ARR mark 📌

🏆 Allocate power managers 🏆

- We took a risk and promoted some of our best performing Account Executives into management roles and adopted a new ratio of **7-1**.
- Our manager role focuses on joining sales calls post-trial and helps manage the sale to close.
- These managers' experienced negotiation and closing skills have quickly up-skilled our junior reps, **with 90% last year achieving over 95% of their target!**

Now, before we go, we wanted to say - not only do we want to share lessons and tactics that have helped us, but we also want to hear from you.

Send us feedback, and let us know what insight or topic you'd like us to cover! 💬

Until next time,

Jon & Frida.

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