

CONTENTS

List of abbreviations vii

Prologue: Are you suffering from Pike Syndrome? 1

01 Why embracing the social web is vital 7

02 How the sales role changes in a digital environment 33

03 Preparing to go online 55

04 The lead generation model in a digital world 83

05 Measuring the new Digital Sales Funnel 109

06 Creating value – the how and why of content 135

07 The journey from engagement to opportunity 155

08 Getting noticed 167

09 Tools and platforms 181

**Epilogue: The need for sales and marketing to
work together** 197

Index 205