



Accelerants: Twelve Strategies to Sell Faster, Close Deals Faster, and Grow Your Business Faster

Michael A. Boylan

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“Many sales processes don’t work anymore—period. But companies don’t know exactly what’s not working, or why, or what needs fixing. What’s worse, many companies are in denial that their processes are broken and will not support what they need to do going forward.”

Today it's tougher than ever for sales, marketing, and business development organizations to keep improving their revenue and profits. Potential clients want to see salespeople less and less, real decision makers hide behind skilled gatekeepers, and even when you actually reach them, they have impossibly short attention spans. Sales and closing cycles get longer, margins get thinner, and customers keep raising the bar – demanding more value, cheaper prices, and better service.

Michael Boylan's *Accelerants* offers a powerful solution to these impediments to growth. Giving business leaders the tools to diagnose what is hindering revenue growth, Boylan first identifies twelve constraints that apply consistent downward pressure on companies, making them less efficient, effective, and profitable. He then prescribes the Accelerant Principles—twelve field-proven tools Boylan has perfected over twenty years that can help any organization overcome, minimize, or dissolve the constraints to business growth.

Together, the Accelerant principles offer a cohesive framework that can help any business:

- target new revenue opportunities more effectively
- connect with the real decision makers faster
- craft more persuasive value propositions
- deliver better pitches, in less time
- weed out prospects who are "just kicking the tires"
- shorten closing cycles by up to 25 percent

You'll read how a magazine start-up used the Accelerant Principles to create such a compelling value proposition that advertisers were competing with each other to participate. And how a large multinational technology firm employed these techniques to meet with top executives from day one and close unprecedented deals faster than they thought possible.

With ideas that are relevant, timely, and applicable, *Accelerants* provides a program that will foster empowerment, cohesion, and clarity of purpose within any sales, marketing, or business development organization.

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