



## How to Achieve Sales Success: Watch Lisa Peskin's Interview on Giant TV

### Description

Are you a salesperson struggling to hit your own targets or a sales leader looking to boost your team's performance? In this interview on Giant TV, BDU's CEO Lisa Peskin shares game-changing insights on how to achieve sales success. Hosted by Paul Hitchcock, the conversation takes a deep dive into proven strategies that help sales professionals and teams consistently deliver results.

### Key Takeaways Include:

- **[2:11] Three Components of Success in Sales:** Lisa outlines three essential elements for success: a solid sales pipeline, an effective sales process and the right attitude and motivation.
- **[5:22] The Importance of a Game Plan:** Without a well-defined strategy, salespeople often wing it. Lisa emphasizes creating structured 30-60-90-day game plans with clear activity and result goals to ensure long-term success.
- **[9:03] Stop Selling, Start Helping:** Lisa explains the mindset shift from selling to helping, and how focusing on solving problems for clients or customers can transform results.
- **[15:51] View Sales From Up High:** Understanding key metrics is vital for improving sales performance, and Lisa highlights some of the indicators to track to guide your team toward success.
- **[17:41] BDU's Squeeze the Lemon Philosophy:** If you've been curious about what it means to squeeze the lemon, you can learn all about it directly from Lisa! Find out about this unique approach to maximizing every opportunity and making the most of each customer interaction to drive sales.

Ready to learn how to achieve your own sales success or get some ideas that can help your direct reports achieve theirs? Check out the full interview now for actionable tips that will transform performance!

ð??? Watch the Interview Below or [Click Here to View](#).

<https://youtu.be/OKoam0yTcl0>

Video can't be loaded because JavaScript is disabled: [Mastering Sales Growth and Success: Lisa Peskin on Giant TV with Paul Hitchcock \(https://youtu.be/OKoam0yTcl0\)](https://youtu.be/OKoam0yTcl0)

**Category**

1. interviews
2. Sales
3. Sales Leadership

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