

# Technical sales leadership: Insights of your business can give you the edge to win

Three simple steps to drive insights of your business.

## Step 1: Knowledge Pyramid

Knowing the ins and outs of your business will give you the capability to drive it towards excellence.



## Step 2: Local Tribe

Your technical sales business is built by the collective power of your tribe.



### Your Team

Rely on the collective wisdom of your individual contributors as well as your sales, product, engineering, customer success teams and C-suite.



### Your Partners

Partners aligned towards mutual success can provide phenomenal insights on how and where to improve your business.



### Your Customers

Actively listen to your customers' negative, neutral and positive reactions on your offering to determine better ways to improve.

# “Insights drive enlightenment.”

- Anonymous

## Step 3: Global Community

Reaching out to the broader community can expand your insights.



### Thought Leaders

Drawing from people who have been there, done that can help you establish your own insights.



### Industry Peers

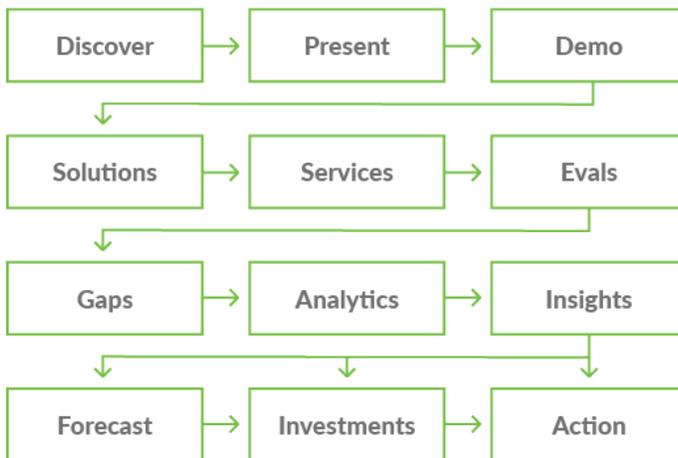
Comparing best practices and challenges faced by your peers can deliver powerful insights.



### The Competition

Learning from your competition's mistakes and success enables you to draw actionable insights.

Gathering insights is a never-ending quest for perfection, but it will help drive your business and deliver greatness.



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