

Unmute

JAKEDUNLAP

SALES GROWTH LEADER

THE INDUSTRY LEADING CEO ON INNOVATIVE SALES AND REVENUE TRENDS

Jake Dunlap

Founder & CEO, Skaled

Author, *The Innovative Seller*



75,000+ FOLLOWERS ON LINKEDIN



- **Only CEO named as LinkedIn Top Voice in Sales**
- **Work with clients from LinkedIn, Microsoft, and some of the fastest-growing private equity-backed companies in the world**
- **Worked with over 1000 companies in the last 10 years**
- **Author of The Innovative Seller - Best Selling Book on Modern Sales**
- **Featured in the New York Times, Gary Vee Audio Experience, Forbes, and 100s of publications and podcasts**

Jake brings decades of executive leadership and sales experience and speaks about the future of sales, scaling, and innovative revenue trends. Jake has weekly LinkedIn Lives on Innovative selling tactics with 1000s of viewers and also hosts bi-weekly episodes of “AI Unleashed” with Kevin Dorsey. His book, The Innovative Seller, promises to be the future of how B2B sales organizations will build and scale their sales organization.

SPEAKING TOPICS

The Future of Sales (Generative AI)

Focusing on how generative AI enhances sales interactions

Innovative Seller: “How ChatGPT is redefining Value Based Selling”

Jake discusses how ChatGPT, with its capabilities for complex and personalized research and meeting preparation, significantly elevates the quality of interactions between companies and their prospects. This talk will highlight how Generative AI provides in-depth insights during deal negotiations, enabling a more tailored approach to matching client issues with solutions. This results in not only setting more meetings but also closing more deals, as the AI-enhanced interactions are far more relevant and effective.

Consistent Performance Optimization

Focusing on building a performance mindset in the sales organization

Innovative Seller: The Necessity for Consistent vs Sprint-Based Performance Optimization

It is mind-boggling that companies spend 10-20% of their Google or performance marketing budget to optimize performance in real-time, but B2B Sales organizations, which have the same goal as their marketing counterparts to generate qualified meetings, spend \$0 monthly and then optimize their processes every 6-24 months. In this session, Jake breaks down what sales organizations, leaders and sellers, can do to build a performance mindset in their sales organization.

The Customer Journey

Focusing on creating custom and intent-based sales journeys

Innovative Seller: Every Buyer Wants Speed and Customization in the Sales Process. What Are You Going to Do about It?

B2B Sales organizations operate with the same sales methodologies they did 25 years ago, but consumer behavior has rapidly changed since then. MEDDIC, Value Selling, and many of the most popular methodologies teams use today are 25+ years old. Buyers want speed. Buyers want no barriers to information. Buyers want transparency. But today sadly, most of even the most innovative sales organizations offer just one primary process to buy that is extremely cumbersome for those buyers that have done their homework and are ready to move fast. In this session, Jake walks through the fundamental differences that have to change in the B2B customer experience and tactically how to implement an intent-based journey that is designed to put customers into the journey they want.

B I O S

Full

Jake Dunlap is the industry-leading CEO on Innovative Sales and Revenue Trends. He was recognized internationally by LinkedIn as the only CEO in the latest Top Voices for Sales list in 2023. He has worked with 1000s of top revenue leaders and teams globally, such as Microsoft, Splunk, NFL, and NBA, to modernize their sales organizations, driving 100s of millions of dollars in new revenue.

With an MBA focused on International Business and 20 years of sales and revenue leadership experience, he is a trusted advisor to top VPs of Sales around the world as they look to find repeatable ways to scale without the usual chaos that comes from rapid growth.

His insights have been featured in national media outlets such as the *New York Times*, *Forbes*, and *Huffington Post*, as well as many leading podcasts, including the *Gary Vee Audio Experience*.

His book, *The Innovative Seller*, published by Wiley on April 9th, 2024, promises to be the future of how B2B sales organizations will build and scale their sales organization.

As the CEO of Skaled Consulting, a global, 30+ person Revenue Operations consulting firm, he helps VPs of Sales and business leaders break down the complexity of scaling quickly to increase sales and peace of mind through his Innovative Sales Framework.

Condensed

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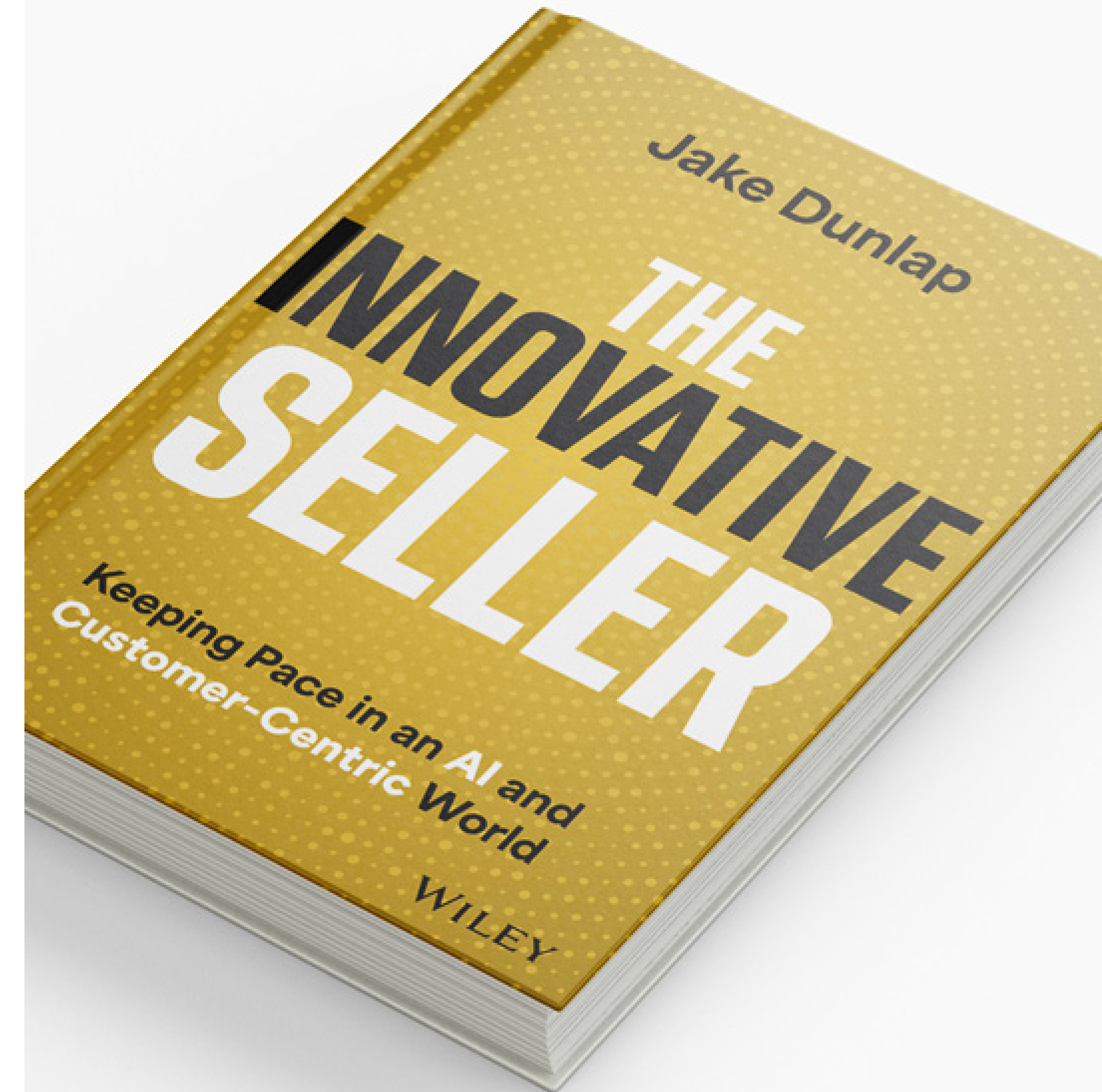
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THE INNOVATIVE SELLER

An engaging and eye-opening resource for early- and mid-career sales professionals, as well as business development and customer success practitioners.

In *The Innovative Seller: Keeping Pace In An AI and Customer-Centric World*, delivers an expert playbook for sales that offers out-of-the-box and creative answers for the problems and questions that salespeople face every day. Fun and motivational, the book walks you through effective strategies for dealing with common challenges, like LinkedIn prospecting, sales transparency, cold calling, and others.

- Proven, grounded, and actionable techniques you can apply immediately to improve your sales performance
- Instructive stories and anecdotes drawn from Dunlap's decades of sales and sales training experience
- Insightful discussions of how the typical sales process and model has changed over the years and how to adapt to the new realities of the discipline



CONTACT



If you have any questions or need additional information,
please reach out to Tiffany Zura at tiffany@skaled.com