



## ZoomInfo Publishes 'The Modern Sales Playbook: 100 Pipeline Plays'

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*Book Offers Strategies and Tactics to Help Revenue Teams Everywhere Hit Their Number*

VANCOUVER, Wash.--(BUSINESS WIRE)--Nov. 18, 2021-- [ZoomInfo](#) (NASDAQ: ZI), a global leader in modern go-to-market software, data, and intelligence, today announced the publication of "The Modern Sales Playbook: 100 Pipeline Plays," a comprehensive guide to every stage of the sales cycle, from lead generation through customer retention written by ZoomInfo Founder and CEO Henry Schuck.

ZoomInfo has compiled 100 of its most successful strategic Pipeline Plays into more than 200 pages of research-backed insight. The straightforward steps outlined in the book will help business-to-business revenue teams — from startups to Fortune 500 companies — hit their number and grow their businesses.

Each Pipeline Play describes real-world scenarios, data-driven triggers that put the play in motion, and recommended actions that will drive results. These are the same plays that ZoomInfo has used to achieve consistent revenue growth and efficiency in its ascension from startup to [publicly traded company](#).

"We know these plays work because we've perfected them ourselves," Schuck writes in the book's introduction. "We're confident this guide will take sales teams to the next level and help them reach their full potential."

For example, the book delivers scenarios on building a sales strategy, such as this play which outlines how to target an executive who lands a role at a new organization:

### **Scenario**

Personnel changes create great prospecting opportunities. For example, when a new executive is hired, they typically look to make their mark in the first 90 days, including evaluating existing technology and services — and buying new ones. Getting in front of these executives early gives you the opportunity to influence their agenda and increase your chances of winning the deal. Plus, a new job is a natural conversation starter, since people are already fielding plenty of congratulations from their extended networks.

Personnel moves also can reveal strategic changes at a company. For example, knowing which companies are hiring new executives in data science or corporate finance can tell you a lot about where they're headed in the near future.

### **Triggers**

Personnel news: Executive move, hiring plans, lateral moves, layoffs, left company, management moves, new hires, open positions, promotions.

### **Actions**

Initiate a personalized nurture sequence that starts with an acknowledgment of the signal type ("congratulations on the promotion or the new role!").

The book examines the science behind building lasting relationships with clients and crafting the perfect message. Combined with accurate data and the right automation tools, these go-to-market plays can help to drastically cut down on time-consuming tasks — such as chasing that final signature to close a deal — so teams can become more efficient and effective.

"The Modern Sales Playbook: 100 Pipeline Plays" is available now as a [free digital download](#). Paperback copies and an Amazon Kindle version will be available in early 2022.

### **About ZoomInfo**

ZoomInfo (NASDAQ: ZI) is a leader in modern go-to-market software, data, and intelligence for more than 25,000 companies worldwide. The ZoomInfo platform empowers business-to-business sales, marketing, and recruiting professionals to hit their number by pairing best-in-class technology with [unrivaled data coverage](#), accuracy, and depth of company and contact information. With [integrations](#) embedded into workflows and technology stacks, including the leading CRM, [Sales Engagement](#), Marketing Automation, and Talent Management applications, ZoomInfo drives more predictable, accelerated, and sustainable growth for its customers. ZoomInfo emphasizes [GDPR and CCPA compliance](#). In addition to creating the industry's first proactive notice program, the company is a registered data broker with the states of California and Vermont. Read about ZoomInfo's commitment to [compliance, privacy, and security](#). For more information about our leading go-to-market software, data, and intelligence, and how they help sales, marketing, and recruiting professionals, please visit [www.zoominfo.com](http://www.zoominfo.com).

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