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Leveraging Business

The Sumo Advantage provides the strategies and tactics to help you find and partner with sumos. If you are unaware of the

distinctions between sales and BD, then your sales-only focus may be what is holding you back. Once you understand and really believe that sales and business development are very different

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functions, the sky's the limit on growth.

The Sumo Advantage: Leveraging Business Development to ...

The Sumo Advantage provides the strategies and tactics to help you find and partner with sumos. If you are unaware of the distinctions between sales and BD, then your sales-only focus may be what is holding

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you back. Once you understand and really believe that sales and business development are very different functions, the sky's the limit on growth.

Amazon.com: The Sumo Advantage: Leveraging Business

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Notes: The Sumo Advantage 1. An entrepreneurs alignment with a major market force,

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capability, or
accelerator with the
intent to grow market
share and crush the
competition. 2. A
business effort that is
extremely difficult to
achieve but when done
correctly propels an
entrepreneur to a
growth phase virtually
impossible to replicate.

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The Sumo Advantage course, you'll learn how to build and sustain BD initiatives that will propel your enterprise. You'll learn how to design and build your company's BD Layer™ to turbo-charge sales efforts and growth. You'll discover how to identify potential partners and entice them to partner with you in a win-win scenario.

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The Sumo Advantage - Growth Institute

Find many great new &
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the best deals for The
Sumo Advantage :

**Leveraging Business
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with Heavyweights and
Grow in any Economy
by Bernie Brenner
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The Sumo Advantage : Leveraging Business Development to ...

The Sumo Advantage is an innovative and powerful approach to business development that can propel a company to greatness. For early stage tech companies Bernie's philosophy on strategic relationships can pave the way for incredible success. This book is at

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Leveraging
the top of the
recommended reading
list for all of our
portfolio companies.

Team With **The Sumo Advantage - Bernie Brenner**

As known, book The
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Leveraging Business
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With Heavyweights
And Grow In Any
Economy, By Bernie
Brenner is popular as
the window to open up

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the world, the life, and
also new thing. This is
what individuals
currently require a lot.

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with Heavyweights and
Grow in Any Economy
By Bernie Brenner
Tangible, sustainable
growth will come from

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Leveraging
building and nourishing
Business

Development To Team With **Bernie Brenner, "The Sumo Advantage" Book Launch**

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The Sumo Advantage is
short, to the point, and
it's rich in tips you can
immediately apply.

Overall, the book
focuses on forging
strategic partnerships
to boost a company's
sales and reach. But
it...

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Leveraging **Development to Team ...**

Leveraging the sumo advantage means you will get some of the sumo's heavyweights And power—intelligence, market share, infrastructure, expertise, etc.—to battle YOUR competition, not theirs. When you partner with a sumo you can achieve a number of different goals for your business. Whether your

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goal is revenue generation, increasing your market share or avoiding duplication of effort and reinventing the wheel, partnering with a sumo will accelerate your growth and goal-attainment process.

Leveraging the Sumo Advantage: A Clear and Present Danger ...

Leveraging the sumo advantage means you

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will get some of the
sumo's
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market share,
infrastructure,
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battle YOUR
competition, not theirs.

Leveraging the Sumo Advantage: A Clear and Present Danger ...

The Meaning of
Leverage in Business .
The concept of
leverage in business is

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Leveraging Business Development To Team With Heavyweights And Grow In Any Economy

related to a principle in physics where it refers to the use of a lever that gives the user a mechanical advantage in moving or lifting objects. Without leverage, such a task might not be accomplished.

Leverage Can Benefit Your Small Businesses

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shelf by shelf, it is in
fact problematic.

The Sumo Advantage Leveraging Business Development To Team ...

The biggest advantage
of leverage is that it
helps in increasing the

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Liquidity available to the company because when company takes loan or debt it receives cash from the lender and that cash can be used by the company for variety of activities like purchasing new machinery or building which will help in increasing the efficiency of the company or company can use the cash for buying other companies which will

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increase in scale of operations of the company and so on.

Advantages and Disadvantages of Leverage

Partnering with giants is complicated, but most companies, even the smallest ones, can benefit from creating such a bond through a strong business development (BD) effort. In The Sumo Advantage

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**Bernie Brenner -
CEO - Rollick, Inc. |
LinkedIn**

Bernie has spent his career building heavyweights and disrupting mature markets by leveraging

partnerships with the Fortune 1000 to establish credibility and build scale into a business. His best-selling book, *The Sumo Advantage*, is based on proven methods for

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identifying, negotiating
and managing
hundreds of large scale
strategic partnerships.

Bernie Brenner - Growth Institute

Practice Builder helps
partners build a cloud-
native security practice
leveraging Sumo Logic
as the core platform,
offering fast time-to-
value with no capital
investment or
infrastructure to
manage.

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Sumo Logic Unveils Practice Builder Security Program for

Team With

With Sumo Logic,
customers gain a multi-
tenant, service-model
advantage to

accelerate their shift to
continuous innovation,
increasing competitive
advantage, business
value and growth.

Founded in 2010,
Sumo Logic is a
privately held company

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Leveraging
based in Redwood City,
Calif. and is backed by
Accel Partners, DFJ,
Greylock Partners, IVP,
Sapphire ...

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