

January 5, 2022

The 'Three Deadly C's' draining sellers' access and influence

T H R E E

There are myriad forces in modern selling that are stifling revenues in B2B companies. Revenue Path Group's Jesse Laffen discusses the "Three Deadly C's" that are draining access and influence.

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What they're saying...

"It's important to choose real people who represent a diverse group...and are a reflection of your real-life customer base."

— ClickThrough Marketing's Jennie Lindehoff on why brands need to be inclusive for influencer efforts.

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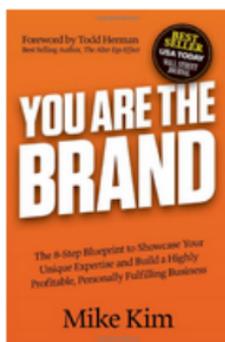
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What we're reading...

Reset: You Are The Brand: The 8-Step Blueprint to Showcase Your Unique Expertise and Build a Highly Profitable, Personally Fulfilling Business

By Mike Kim



In a landscape where more people than ever have headed out on their own, building a thriving business takes a unique skill set. But why do some create six- or even seven-figure businesses while others strive to make a consistent income? NGO founder Mike Kim has it all figured out. In "You Are The Brand," he offers an 8-step blueprint that has helped build the brands for some of today's most influential thought leaders. See how you can make it happen.

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