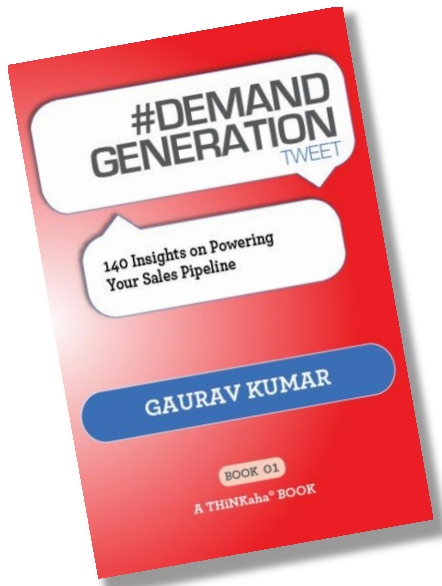# 140 Insights on Powering Your Sales Pipeline

Gaurav Kumar starts with the essentials, fully aware that they are the foundation on which all further knowledge will rest. These include knowing and profiling customers, nurturing leads, engaging with all relevant stakeholders, and communicating fully, honestly, and clearly. For the most part, the book is prescriptive, but it also points out common missteps, places where even veteran strategists are likely to slip. It's just one of the little extras that make this book a worthy read.

**Gaurav Kumar**

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