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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 functions, the sky's the limit on growth.

The Sumo Advantage: Leveraging Business Development to ...

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Amazon.com: The Sumo Advantage: Leveraging Business ...

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

The Sumo Advantage: Leveraging Business Development to ...

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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.

The Sumo Advantage - Growth Institute

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

The Sumo Advantage - Bernie Brenner

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Leveraging the sumo advantage means you will get some of the sumo ' s 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 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.

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

Leveraging the sumo advantage means you will get some of the sumo ' s power—intelligence, market share, infrastructure, expertise, etc.—to battle YOUR competition, not theirs.

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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*, you'll learn how to build and sustain BD initiatives that will propel your enterprise.

[The Sumo Advantage by Bernie Brenner | NOOK Book \(eBook ...](#)

Bernie has spent his career building companies to disrupt 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 identifying, negotiating and managing hundreds of large scale strategic partnerships.

[Bernie Brenner - Growth Institute](#)

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[Bernie Brenner - CEO - Rollick, Inc. | LinkedIn](#)

The biggest advantage of leverage is that it helps in increasing the 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 increase in scale of operations of the company and so on.

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