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~~Aligning Strategy and Sales by
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sales effort linked to your firm's
unique goals, not a generic selling
formula.

Effective Selling

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strategic asset, this sales channel

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strategy program will help you enable essential company-wide alignment. By aligning strategy and sales, you will explore new ways to help sales professionals meet their numbers, how to improve your company's return on investment in business

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development activities as well as implement the infrastructure, processes, and cultural values critical to profitable growth.

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engaging examples, Aligning Strategy and Sales provides a framework for diagnosing and managing the core levers available for effective selling in any organization. It will give you the know-how and tools to move from ideas to action and build a

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sales effort linked to your firm's
unique goals, not a generic selling
formula.

Effective Selling

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delivery:Class Room program

start

date:2021-12-12T00:00:00.000Z

program end

date:2021-12-17T00:00:00.000Z

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Aligning Strategy and Sales will help you close the gap, establish the needed connections, and improve both sales and strategy in your organization. From the author's research, practice, and

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years of work with firms across
many industries, you'll learn how
to improve performance by:

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A proper sales and marketing
alignment strategy can help these
teams work together to make the

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Buyer Experience And Sales
Process Optimization. Build a
holistic sales strategy and
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evaluate your sales strategy and

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alignment to the buyer's journey,
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book that can help growing small
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He is the author or co-author of six books, including *Aligning Behaviors That Drive Effective Selling*, *Strategy and Sales: The Choices, Systems, and Behaviors that Drive Effective Selling* (Harvard Business Review Press, 2014), *Concurrent Marketing: Integrating Product, Sales and*

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Aligning both strategy and sales

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choices systems and behaviors that drive effective selling has an impact on cost and revenues. Consider how costs and asset-utilization patterns are established in companies, specifically in B2B organizations that account for much of the economic activity in most countries.

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Frank Cespedes discusses
aligning strategy and sales in this
#SalesChat, hosted by John
Golden and Martha Neumeister.
Cespedes explains: ☐ Scary

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Statistics. Less than 50% of employees in companies say they understand their company strategy. The closer the employee is to the customer, the less they understand the strategy. □ The issues that arise when salespeople don't understand the

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strategy, including problems
forecasting, and confusion around
strategy versus mission
Effective Selling

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These include how to: Hire the
right talent—not just stars Pay
and properly incentivize your
sales force Improve ROI from your
training programs Create a

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sales team, create an optimal strategy, and steer clear of hype and fads.

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Business-IT alignment is a process where businesses

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Leverage information technology (IT) to achieve strategic business objectives, such as expanding the reach of their products, improving financial performance, or more.

E.g. Companies that only sell their products through physical stores, can leverage IT to launch an

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eCommerce website & carry out
online sales to expand their reach
and increase market share

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