

Make your sales strategies happen

Challenge #1

Misalignment between strategy, resources and organization

Themes



Corporate strategy



Customer Engagement Model



Roles and responsibilities



Processes and tools

Solutions

Allocate sufficient resources and focus on implementing the strategy rather than just developing it.

Ensure that customer strategy focuses on those who drive profit and growth. Prioritize your valued customers and provide exceptional customer experience.

Conduct necessary stakeholder engagements to clarify roles and responsibilities related to strategy execution. Define clear expectations for different roles to ensure accountability.

Streamline internal processes to facilitate smoother collaboration between teams. Enable the teams with necessary tool kit to drive activities defined in the processes.

Watch the full webinar



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Make your sales strategies happen

Challenge #2

Execution Gap in Sales Strategy

Themes

Solutions



Accountability

Encourage open dialogue on challenges faced and provide the necessary support.



Goal setting

Establish clear objectives and strategies through planning.



Follow-up structures

Conduct efficient sales execution meetings to track progress through numbers and provide help.



From global to local

Break down high-level implementation plans into functional changes and goals.



Resistance

Address resistance to change by providing clarity on the importance of transformation and individual contributions.

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