

## Optimizing Sales and Marketing Performance

As in all business areas, requirements on sales and marketing are increasing, placing added demands on the professional management of the sales process. Markets are becoming increasingly competitive, customer requirements are growing, competition for orders is becoming ever fiercer, and decision-making processes are becoming more and more unclear and complex.

Surveys and analyses confirm that marketing and sales harbor considerable untapped potential for optimization and increasing profits. Interviews with sales employees of many years often reflect their frustration with the fact that their company has failed to face up to these challenges or that they have been unable to produce the promised or anticipated results. In this capacity, sales employees with daily, direct customer contact often also represent the customer. Unfortunately, their role is frequently not taken seriously within the company. It is also

quite possible that by intensively defending the customer's wishes they are attempting to distract from their own shortcomings.



Do we have any potential for optimization and if so, where? The following key questions concerning marketing and sales apply in virtually all companies these days:

- Are we familiar enough with our customers' needs and do we fulfill these to their satisfaction?
- Are we sufficiently well organized and do we serve the market efficiently and effectively? Is this in line with our strategy?
- Are we focusing on the right customers (target customers) and addressing them in language that they actually understand?
- Do our sales processes support optimal marketing and customer handling?
- Do we know where we are successful and where we are not?

Possible solutions differ greatly: For example, a B2B business needs intensive customer dialog due to products requiring further explanation, something that while very time-consuming can be aided by appropriate sales tools. Or in project business, where an overview of current projects or acquisitions focuses resources on key projects, thereby preventing overlaps. Remarkable results can also be achieved by means of company-specific moti-

vational and skills training. As in a football team, the head and the senses play an important role. Or customer relationship management needs improving and possibly even a common denominator, i.e. a common language for specifically assessing and approaching important or difficult customers. And, last but not least, processes that create transparency and hence offer scope for coaching are also essential.

Is optimizing marketing and sales performance a hot topic in your company?

A chat is always worthwhile! Benefit from expertise gained through eight years of experience in consulting and 14 years of line experience.