

## If you build it—they will come! -No they wont!

Innovative and complex products are launched daily. The product promise is to enhance our work, play, health, or longevity, based on the “field of dreams” strategy. Unfortunately, a great many of these innovations will be abandoned before they achieve long-term commercial success they won’t hit their early sales targets. The years of struggle in research & development dampened by few bad quarters, all too commonly prove to be fatal both for the product, the team and the investors.. Is the problem with the product, the sales team, the market? – It can overwhelm all chances of success.

Now, new products are being introduced and sold in a more effective way. In the past, sales and marketing worked in silos, spoke different languages to the customer and buyers were left to figure out for themselves how the products could create value in their environment.

Sales and Marketing Alignment is a framework and set of tools which when applied, changes forever the way companies sell and market products.

The keys to improving new product introductions are: 1) a *Messaging Architecture* that clearly positions the product in a competitive market and identifies core win-themes in how the products creates value when used; 2) a *Sales-ready narrative* based on the *Messaging Architecture* that uses the win-themes in best practices diagnostic conversations that enable buyers to envisage using the products to create value ; 3) a *Sales team skilled in consultative selling* that has learned and practiced using these and other new tools.

Advanced Marketing Concepts has enabled clients to integrate sales and marketing messaging to deliver significant improvements in marketing effectiveness and sales revenue, both here in EMEA and the USA.

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### PROOF POINT

Ajay Chowdhury, CEO EnQii  
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“AMC has provided framework and process to create a new Messaging Architecture which identifies our core strengths and win-themes relative to the markets we serve.

Their sales training has equipped our global sales team to engage in consultative conversations with targeted customers and qualify opportunities much more effectively.

AMC’s sales-process changes enable us to better execute the sales process and forecast with far greater accuracy.”

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