

Top sales issues for CEO's

Targeted Sales Conversations are the most critical element in shaping the customer experience. These decisive conversations may be the last bastion of competitive differentiation in today's rapidly commoditizing markets. (AMA)*

Every CEO would like their salespeople to be highly skilled and capable of consistent, predictable, value-based conversations with targeted buyers around solving business problems. This goal is elusive however when we realize that each salesperson on the team comes from a different selling culture with widely varying experience and skill base. In many cases salespeople are doing their own thing with their own method, in environments that may have informal, random or tribal sales process.

In the previous paragraph we identified the top 3 issues facing CEOs and sales leaders today.

1. Ineffective and inconsistent sales process
2. Lack of current selling skill in the sales team
3. Inability to consistently position how using the company products/services creates value.

Survival in our highly competitive market requires lightweight yet formal sales process to create consistent sales behaviour; ongoing consultative selling skills development using classroom immersion and performance support; as well as templated best-practices qualification and diagnosis tools that can be delivered to salespeople when they need it. These Templates clone conversations of your top sales performers, serve to ramp new-hire productivity, elevate the level at which sales-people are calling and when adopted result in higher win-rates for the business.

AMC has developed a methodology to help any company create a **Customer Messaging Architecture**™. to consistently position their differentiated core competence...their competitive DNA. Our process takes product specific messaging "Win-themes" and maps them into **Buyer-Relevant-Messaging**™ templates, creating predictable best-practices sales conversations with targeted-buyers around how your product or service creates value. We deliver Buyer Relevant Messaging to direct and channel sales teams on a Just-in-Time basis through Advanced Marketing Concepts' E-learning performance support platform.



PROOF POINT

May 1st. 2008 David Gershon, CEO SuperDerivatives

"We recently hired Advanced Marketing Concepts to lead us through a sales and marketing alignment process to re-focus the messaging of our Derivatives pricing platform and Re-valuation services internally and at the same time re-align sales and marketing value creation messaging for our clients.

For many sales people that are new in the company this has proven to be a tremendously valuable toolset to shorten their ramp until they become fully productive. One immediate outcome is that sales people with no background in financial markets feel much more comfortable in conversing with clients around how our products can help them achieve their business goals.

This process required a significant commitment of time from talented people, but has been a high-value exercise and the interaction with the AMC group was both pleasant and fruitful". For more information visit www.admarco.net or +442070969161



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