

Top Sales Effectiveness Priorities

With a couple of weeks to go before closing the first half of 2008, it might be appropriate to examine your company's sales effectiveness in light of your likely half-year sales results .

According to CSO Insights, "Sales Performance Optimization - 2008 survey", the top four initiatives that Chief Sales Officers plan to implement to improve sales effectiveness this year in priority order are;

1. Enhancing lead generation
2. Improving sales exec. access to key information
3. Revising Sales Process
4. More closely aligning sales and marketing.

This survey is extensive and insightful and recommended reading for CEO's and sales leaders. *

As we have been advocating in this column for the past 12 months, closer alignment in sales and marketing messaging is key to generating the right kind of leads and improving sales performance. The authors of the CSO Insights survey conclude and we support their view, - that aligning sales and marketing messaging has potential to create the highest impact on sales effectiveness for the lowest effort and with the least cost to implement relative to other sales performance improvement activities. So what are you waiting for?

How do you rate marketing team's lead generation capability and your sales team's ability to uniformly engage buyers in relevant, value-based dialogue?

AMC has developed innovative tools and methodology to facilitate the sales and marketing alignment process with clients. The Customer Messaging Architecture™ (CMA) output of the sales and marketing alignment process serves marketing by providing a consistent value-based message across all marketing communication channels and in lead generation. The Buyer-Relevant-Messaging™ output for the sales team leverages the "win-themes" from the CMA and provides consistent best-practices dialogue for consultative sales conversations throughout the sales cycle.

For more information, call us on +442070969161 or visit us at www.admarco.net

* CSO Insights <http://www.csoinsights.com>



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".



SALES & MARKETING
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