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Sales American style

BUILDING MARKETING SUPPORT FOR SALES EXCELLENCE

Presenter: Michael Rasmussen

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Agenda

Introducing Michael Rasmussen

Understanding Sales

The Good Salesperson vs. **The Excellent** Salesperson

Supporting Sales Excellence through Marketing

Top priorities and challenges for **Sales Managers**

Strategic Priorities

- Numbers and pipeline
- Sales Productivity
- Customer acquisition
- Customer retention

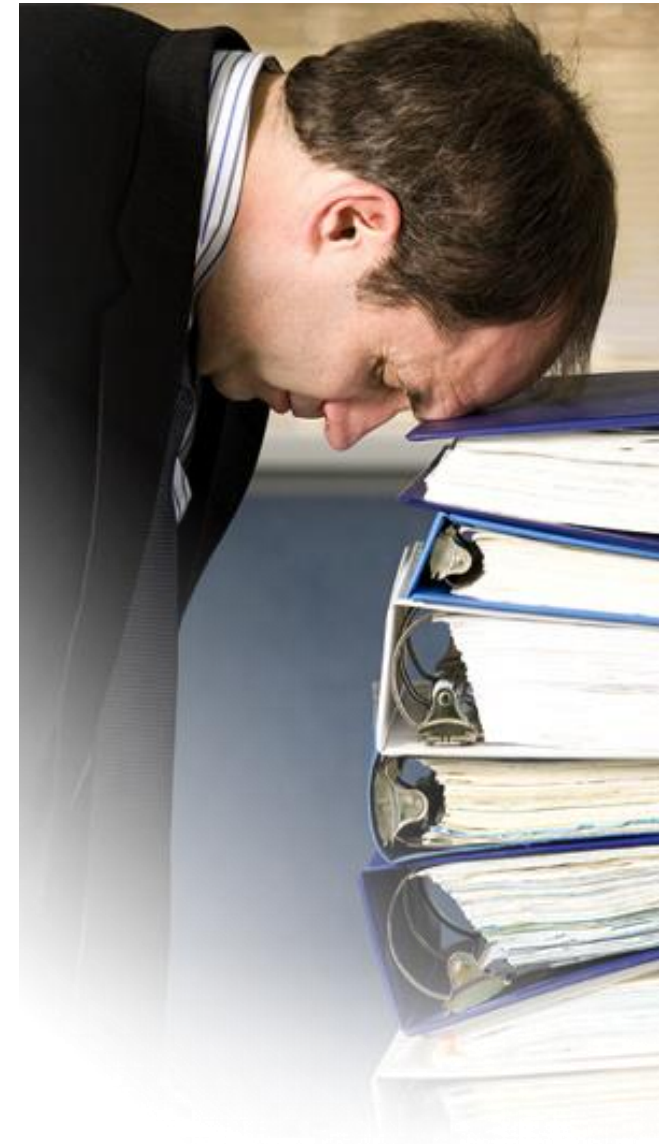
Challenges

- Increased complexity
- Smarter customers
- Intense competition
- Reduce costs, especially travel



The Good Salesperson **doesn't...**

- Spend too much time doing reports and not enough time selling
- Waste time on leads that don't pan out – that's deal qualification
- Take too long to prepare for customer meetings
- Have difficulty finding relevant and current product information
- Have to understand portfolio with little training



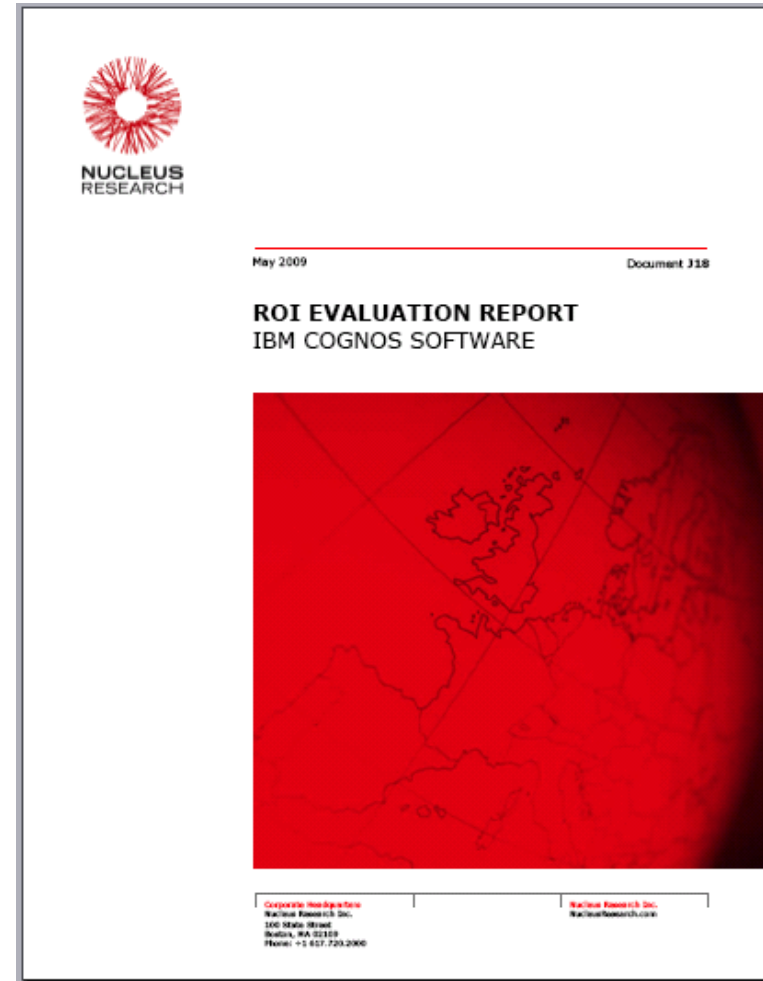
The Excellent Salesperson understands **the Customer**

- Needs and priorities
- Value chain
- Buying group
- Understand the customer's end customers



Builds a strong Business Case

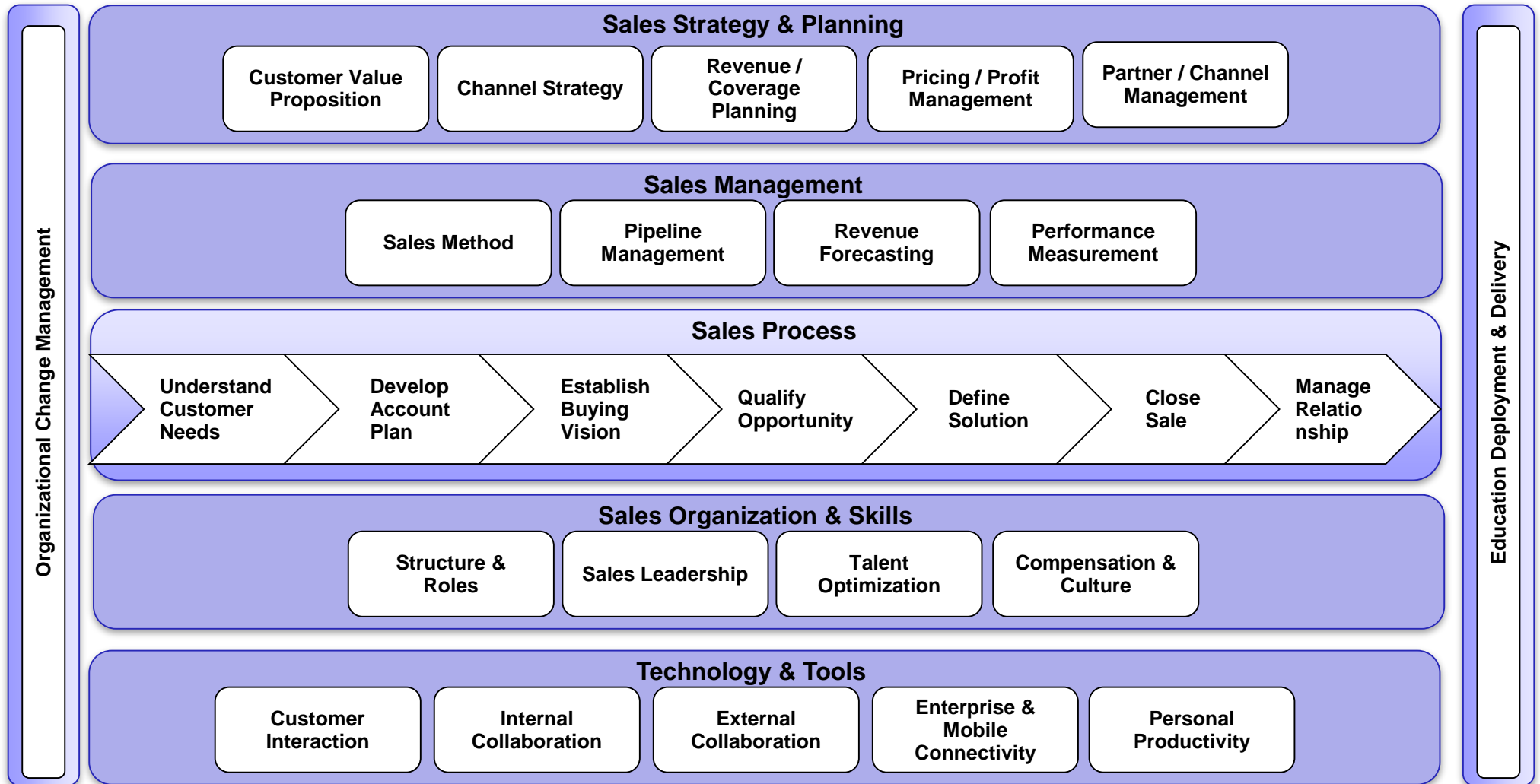
- Excel spreadsheet
- Above-the-line benefits



Finds a **Sponsor**



Is part of a Sales Excellence Framework

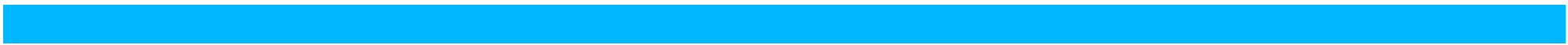
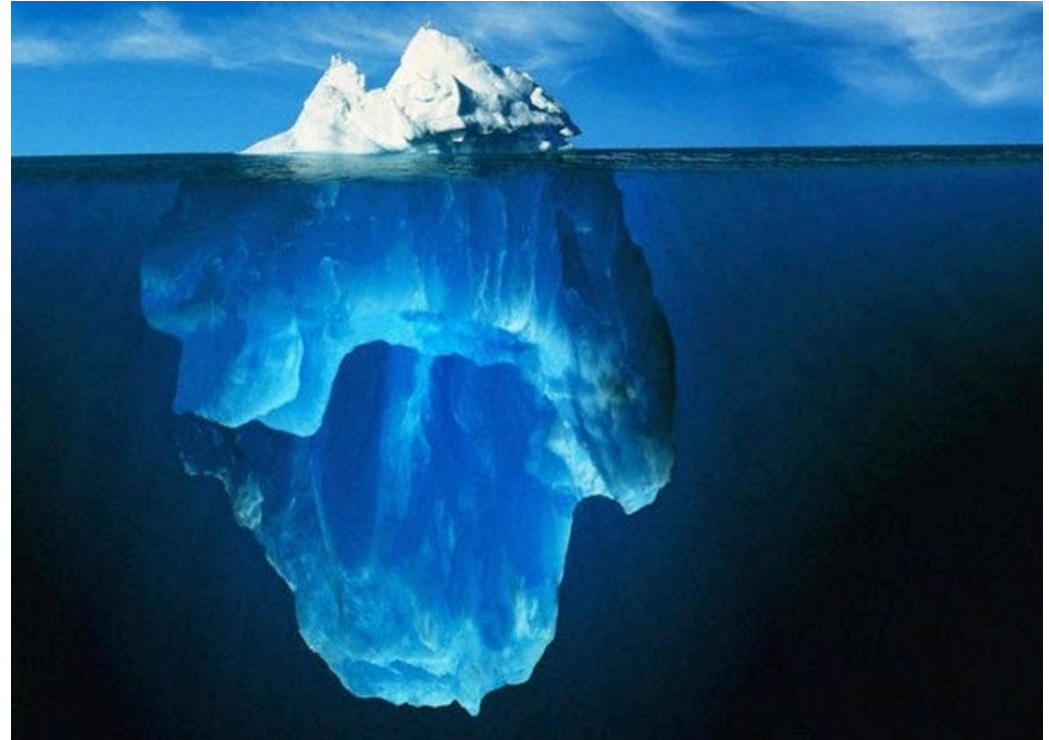


Marketing *can* support **Sales Excellence**

- Higher win rates
- Lower churn of important accounts
- Tighter customer relationships
- Shorter sales cycle
- Reduce the cost of sales
- More competitive wins



Help Sales
understand
customers



Marketing must... understand **the Sales Process**



Get on the **Engagement Team**



Sales



Marketing



Support



Delivery



HR

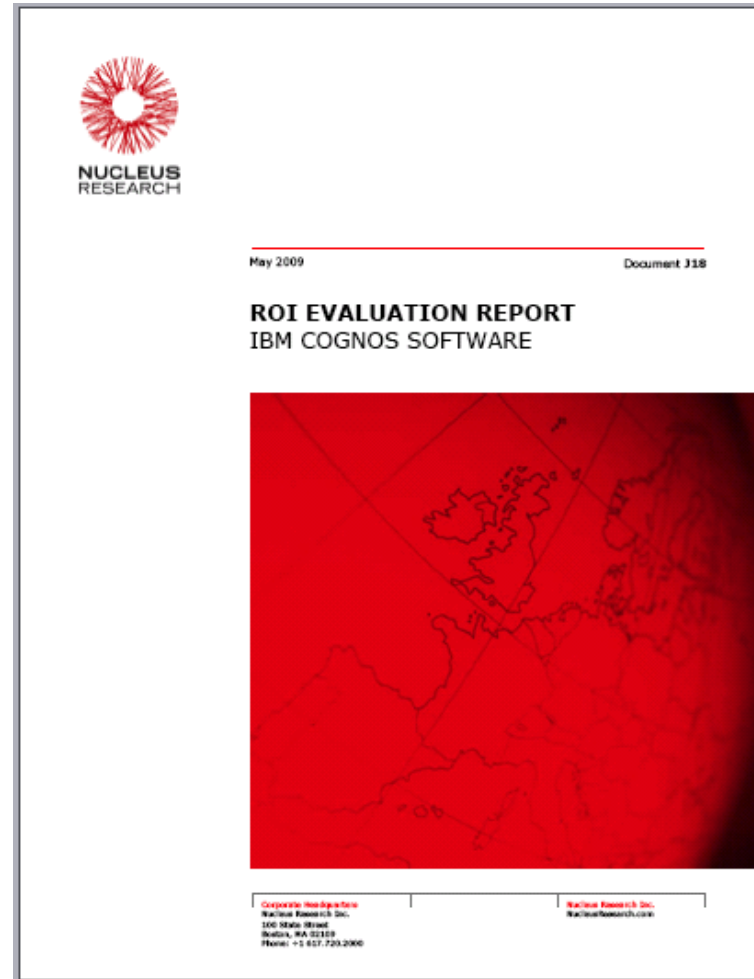


Financ
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Build strong Value Propositions



Help build the **Business Case**



Get more closely involved with the **Sales Force**

- Value propositions
- Business case
- Understand sales process
- Get on the engagement team
- Get to know the salespeople

