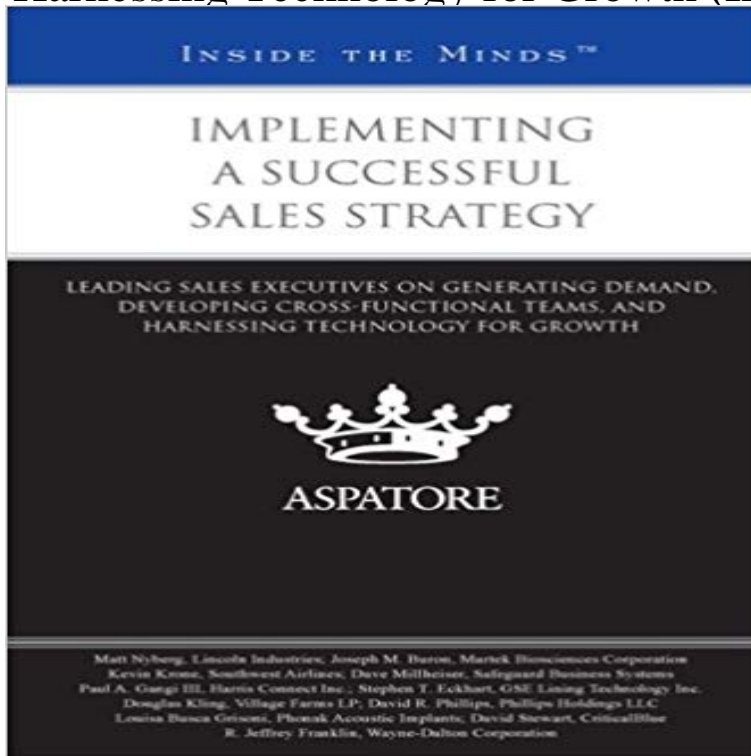


Implementing a Successful Sales Strategy: Leading Sales Executives on Generating Demand, Developing Cross-Functional Teams, and Harnessing Technology for Growth (Inside the Minds)



Implementing a Successful Sales Strategy is an authoritative, insiders perspective on planning, executing, and maintaining a winning sales strategy to keep your company profitable and ahead of the competition. Featuring sales and marketing executives from some of the top companies in the nation, this book provides best practices for defining the scope of impact for your customers, developing strategic partnerships both inside and outside of your organization, and creating an effective brand with a unified message. From identifying key talent to implementing focused training programs, this book provides the reader with the essentials for empowering sales employees, staying informed of market trends, and encouraging a collaborative culture across the organization. Additionally, the executives discuss the importance of feedback and communication, how to broaden visibility, the advantages of using new technology for expansion, and strategies for improving customer relationship management. Underscoring that a profitable sales model is no longer built on quick, easy sales, the authors share their ideas for adopting a value-added approach, anticipating customer needs, and providing continued support to existing customers long after the point of purchase. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the leading sales minds of today, as these insiders offer up their thoughts around creating a powerful sales strategy that engages the customer and involves every employee in the company, not just those directly in sales. Inside the Minds provides readers with proven business intelligence from C-Level executives (Chairman, CEO, CFO, CMO, Partner) from the worlds most respected companies nationwide, rather than third-party accounts from unknown authors and analysts. Each chapter is

comparable to an essay/thought leadership piece and is a future-oriented look at where an industry, profession or topic is headed and the most important issues for the future. Through an exhaustive selection process, each author was hand-picked by the Inside the Minds editorial board to author a chapter for this book. Chapters Include: 1. Matt Nyberg, Vice President, Business Development, Lincoln Industries 2. Joseph M. Buron, Vice President, Sales and Marketing, Martek Biosciences Corporation 3. Kevin Krone, Vice President, Marketing, Sales, and Distribution, Southwest Airlines 4. Dave Millheiser, Vice President, Sales and Marketing, Safeguard Business Systems 5. Paul A. Gangi III, Senior Vice President and Chief Sales and Marketing Officer, Harris Connect Inc. 6. Stephen T. Eckhart, Vice President, Sales and Marketing, GSE Lining Technology Inc. 7. Douglas Kling, Senior Vice President and Chief Sales and Marketing Officer, Village Farms LP 8. David R. Phillips, Founder and CEO, Phillips Holdings LLC 9. Louisa Busca Grisoni, Product Manager, Phonak Acoustic Implants and David Stewart, CEO, Critical Blue 10. R. Jeffrey Franklin, Executive Vice President, Worldwide Sales, Marketing, Distribution, and New Business Ventures, Wayne-Dalton Corporation

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