management consulting

SALES TRANSFORMATION

CHALLENGES FACED BY TODAY’S SALES EXECUTIVES

Sales executives understand that their teams drive the customer experience for their businesses. Tireless efforts are spent on keeping up with competitive environments in which they operate, the speed-to-market expected by today’s environment, not to mention charting the course for doing more with less. Here are some of the top challenges sales executives currently face:

> How can I optimize my pricing strategy & promotional investments with limited resources?
> What tools can I use to more quickly understand what happened last month?
> I’m overwhelmed with data; how can I use it to have better conversations with my customers?
> What visuals should my team have to become proactive about spotting trends that might impact our ability to meet plan?
> How can I best organize, train and incentivize my sales team for delivering on their targets?
> Do I have the right mix of capabilities to enable the next phase of my organization’s growth?

Transformation Approach and Value Creation Model

Addressing these issues requires an integrated solution. Successfully transforming the organization involves touching nearly all facets of the organization, including the overarching strategy and vision, how the organization is structured, how talent is managed and developed, the tools and technology used, and how data is collected and shared. Our capability pyramid offers an integrated approach that addresses all key facets of the operating model as it relates to sales and marketing.

Each of the five value drivers has the ability to deliver tactical, tangible benefits to the sales function. Cohen & Company has partnered with our clients to navigate the full transformation journey as well as small enhancements to their current processes and technologies. Let us understand the challenges faced by your organization and learn how we can help.