

management consulting

SALES & MARKETING TRANSFORMATION

CHALLENGES FACED BY TODAY'S SALES & MARKETING EXECUTIVES

Sales and marketing executives understand that their teams drive the customer/consumer experience for their businesses. Tireless efforts are spent on keeping up with the industries and competitive environments in which they operate. Here are some of the top challenges sales and marketing executives currently face:

- > How can I optimize my promotional and marketing investments with limited resources?
- > I'm overwhelmed with data; how can I get to what really helps me make decisions?
- > How can I best organize and incentivize my sales team for delivering on their targets?
- > How can I improve the efficiency of my sales cycle? Do I need a different set of CRM or trade management tools?
- > Do I have the right mix of sales and marketing 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 and marketing 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.