

Business Strategy and Sales Culture.



The great risk with new business strategy is that it is not translated into results in the field in a timely manner. The most common reason for this to happen is that the appropriate sales culture model to deliver the different sales elements of a strategy are not properly aligned.

Aligning Sales Culture is a simple 4-step process for the Executive team. The simplicity and focus of this programme of work comes from using the Hot Rivet Sales Culture models and common process framework as the backbone to the process.

Step 1: Extracting the sales elements from the Business Strategy.

The focus of the programme of work is upon all issues to do with Customers and sales; be that growth, retention, profitability or confidence building.

Step 2: Aligning the appropriate Sales Culture model to each sales element.

Each sales element is, in summary, a combination of an “offering” (products, services, solutions etc.) going into a “target” (industry vertical, geography, market etc.). For each crossover point one of the four Sales Culture models must be assigned. The assignment is decided through analysis of the offering/target situation. The output is an analysis of the strategy by Sales Culture mix.

Step 3: Aligning resources to the different models/sales elements.

It is probable that any given Business Strategy will contain the usage of more than one Sales Culture model. Each Sales Culture model requires different alignment from support and resources to be successful. The alignment is done to optimise use of internal and external resources and to establish any investment plan to deliver the Business Strategy.

Step 4: Creating congruence with the overall image of the company.

The Image of an organisation is inextricably linked to its usage and alignment of Sales Culture models, and hence its brand. Changing Sales Culture or emphasis must not have a negative effect on the Image, so this step analyses the degree of goodwill and leverage in the current market and creates the plan to maximise the positive effect of changing Sales Culture.

Objectives:

- Reduce the time to productivity of new business strategy.
- Improve the return on investments made to enable new Business Strategy.
- Encourage a more agile organisation.
- Enable business process management into Sales & Marketing.
- Increase the brand equity of the organisation.